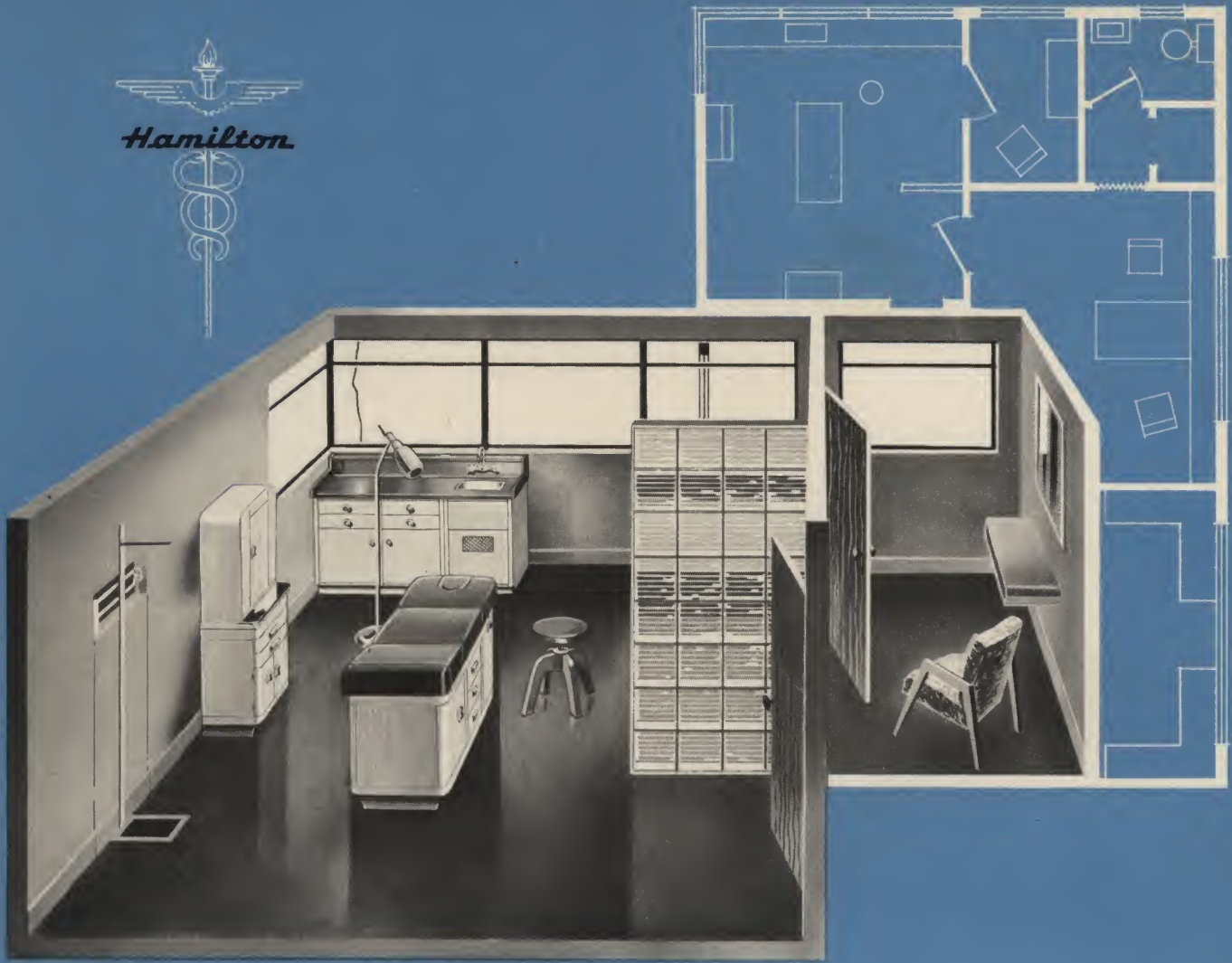
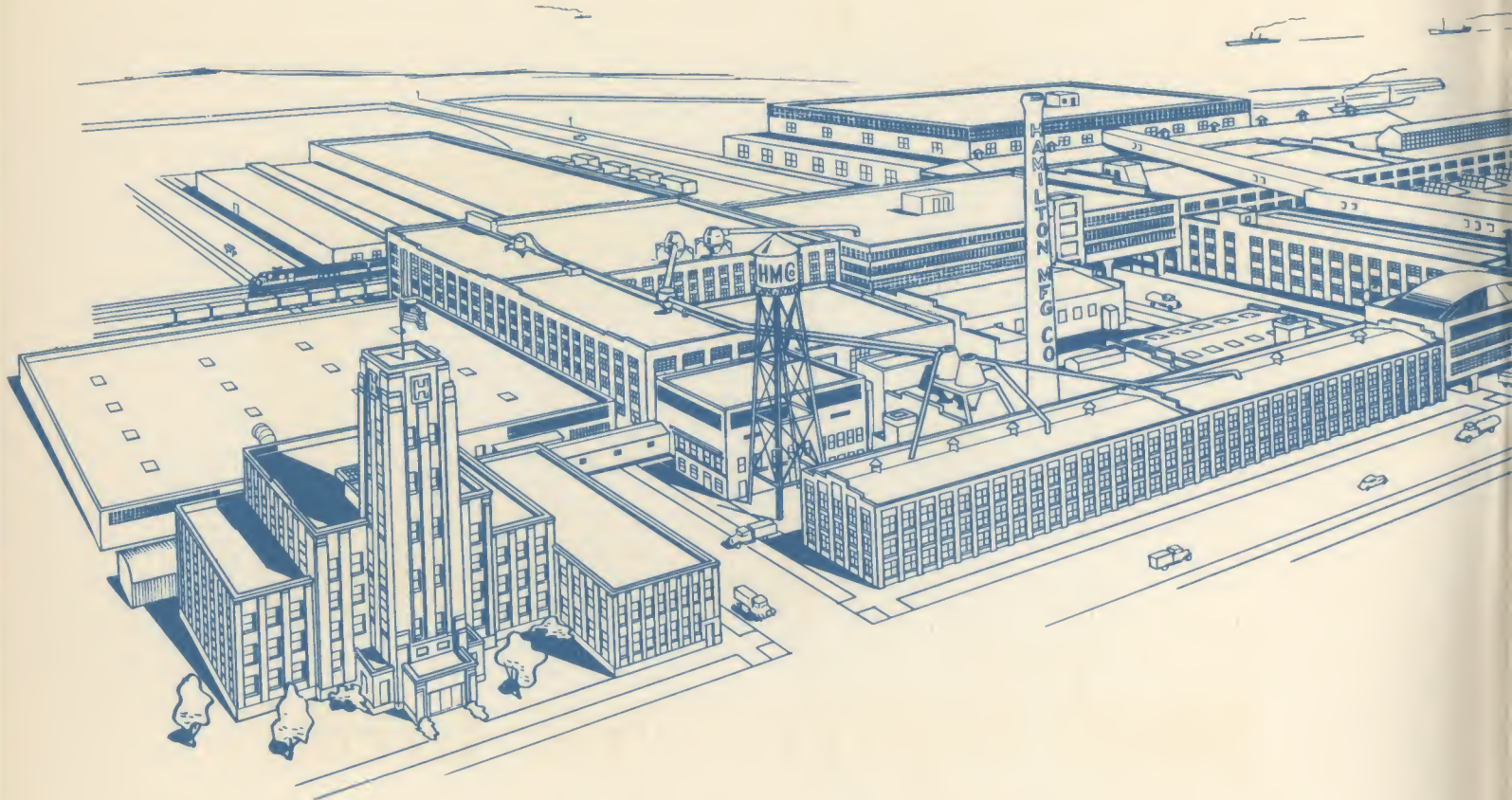




YOUR PROFESSIONAL OFFICE

Planning • Building • Decorating • Furnishing



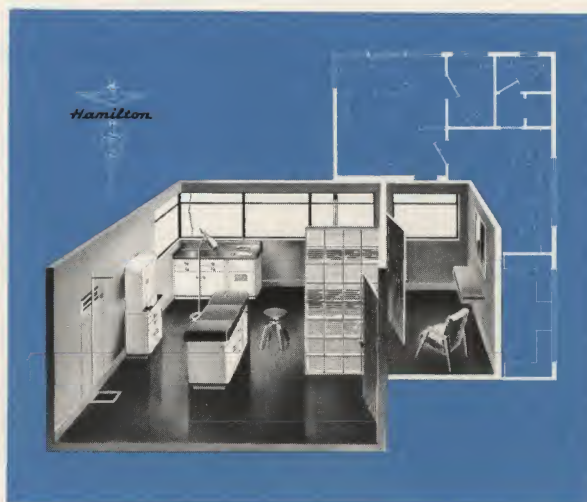
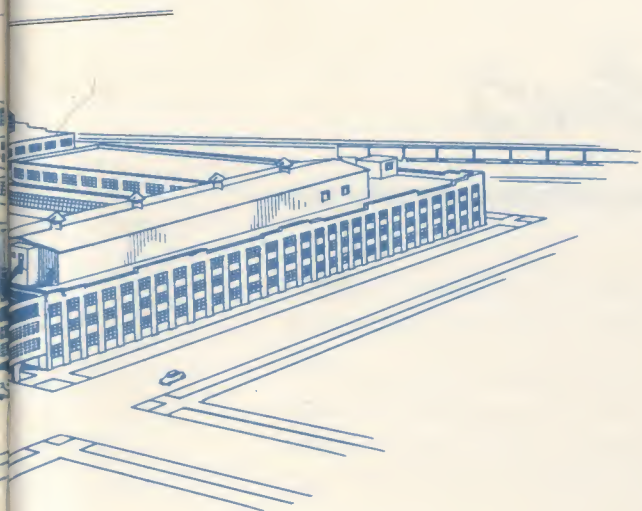


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YOUR PROFESSIONAL OFFICE

Planning • Building • Decorating • Furnishing

During the past seventy-six years the Hamilton Manufacturing Company has grown to be the largest manufacturer of professional furniture in the world. In a modern twenty-six acre plant (shown above) at Two Rivers, Wisconsin, Hamilton combines the finest facilities and the latest equipment with ideal working conditions. The achievements of this progressive organization are apparent in the excellence of *Hamilton Professional Furniture*, acknowledged as the finest available.



HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WIS.

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Introduction

Your professional office is more than a workplace. It is both a contributor to your progress and a yardstick of your success as a physician.

Your professional office should work *for* you. As the place where the average physician spends most of his time, it should yield maximum service with minimum effort. Faulty space planning, bad furniture arrangement, poor lighting, noise, and dismal decor impair the efficiency of your work.

Your professional office should *impress* rather than *depress* your patients. A shabby, run-down, disorganized office is not consoling to patients suffering pain or physical discomfort. Nor does it inspire their confidence in you.

Your professional office should reflect your personality—either in decorative theme or in display of hobby items suggesting your personal activities. Choice of colors, pictures, plants, and furnishings indicates your personal taste. Good taste is not lost upon your patients.

Your professional office should be expertly planned. It's a wise economy to employ a good architect when remodeling or building. Consult a lighting expert on desirable levels of office illumination. Let an acoustics expert suggest efficient ways to cut down noise. Planning by a specialist in air conditioning can eliminate unpleasant summer heat and faulty ventilation. Plumbing and heating usually demand specialized advice. Just as frequently, niceties of interior arrangement and design are best handled professionally. *Consult the experts.*

Especially in your selection of professional furniture, consult the experts. Hamilton Professional Furniture has earned the reputation of being the best obtainable. Physicians have recognized its superiority. Treatment tables, cabinets, laboratory units, and other Hamilton products are made to the most exacting specifications—*setting a quality standard far superior to that of any other furnishings.*

Your professional office and your success as a physician are of genuine interest to Hamilton Manufacturing Company. Anticipating your interest in building or renovating your professional office, Hamilton has prepared this brochure especially for you. In it you will find many designs and ideas that may meet your particular requirements.

For additional suggestions, you are cordially invited to join the thousands of physicians who regularly consult with their Hamilton equipment dealers when in need of professional assistance.

What Type Building?

YOUR OWN RESIDENCE

Advantages:

Maintaining an office in your home is convenient and economical. It's readily accessible to you, and the commuting time you save can be applied to study and social or family activities. A home office draws patients both from the neighborhood and others who simply prefer the natural informality of home atmosphere. Those who drive to your office find fewer parking problems on a residential street.

While most doctors eventually locate in offices separate from their residences, the general practitioner favors the economy of establishing his first office at home. Living and working at the same address eliminates the cost of buying,

building, or renting a separate office. And it reduces overhead costs since office and household share heating and general service facilities. A recent compromise is the new trend of locating both home and professional building on the same residential site.

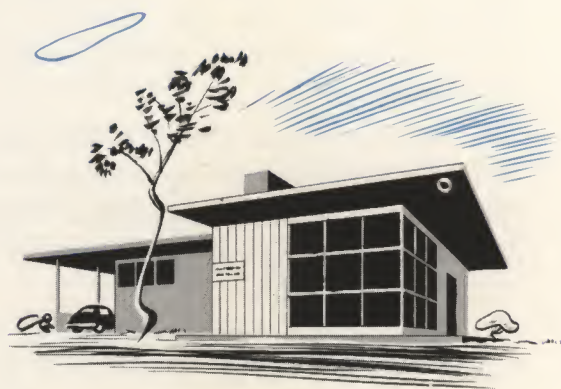
YOUR OWN PROFESSIONAL BUILDING

Advantages:

In your own professional building it's easier to adhere to regular hours and schedule. If your building is located in a residential section, your address is familiar and eventually you develop a neighborhood practice. Still, home and office do not conflict, and your wife and children must not remain hush-hush because of patients.

Family life is enhanced when your home is physically detached from your place of occupation. This may be the reason most United States physicians choose offices independent of their homes.

Another consideration is the substantial reduction of operating costs you attain in sharing your professional building with other doctors. In addition, there are always patients who prefer the impersonal atmosphere of a professional building.



AN APARTMENT OFFICE

Advantages:

Usually apartment layouts can be adapted easily to general practice or to specialties. The apartment may be used exclusively as an office, or in larger set-ups as a combination office and residence. Ordinarily maintenance, redecoration, and service problems fall to the building owner or superintendent. Apartment houses are often conveniently located between residential and business districts. There is usually adequate parking space. Patients will come to you from the apartment building and the neighborhood. An apartment office is frequently the best solution for the beginner, or for the doctor who wishes to become acquainted with a community before locating permanently.



MEDICAL ARTS BUILDING

Advantages:

If you have chosen the central medical arts building, the address is quickly recognized by your patients. Such a central location is particularly beneficial if you are a specialist. Because many other specialties are represented on the roster of physicians in the building, it is easier to approach colleagues for consultation and to obtain referrals.

In the medical arts building you can usually expect efficient building management and organized control of maintenance. Sometimes, the business atmosphere of a professional building even stimulates better response in payment of bills. In this set-up your practice is altogether detached from your home life and you have the best possible opportunity to perform your duties on an established schedule. The Medical Arts Building is especially designed for professional offices and generally provides more services.



YOU MAY BE HAPPY ABOUT YOUR PRESENT SET-UP, *but—*

*You would like some
information on:*



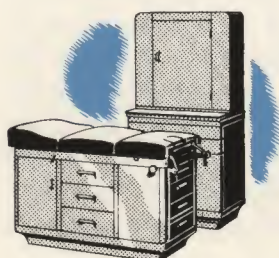
DECORATING As a preliminary step in decorating your office, consider your color scheme. Color is important. As well as eye appeal, it has a definite emotional effect upon you and your patients.

Careful applications of color create illusions of size and shape. For instance, light-colored walls make a small room seem larger. Cool, retreating colors—blues and greens—are especially good at pushing walls back. Conversely, large areas seem smaller if decorated in warm, advancing colors like red, pink, and yellow. Rooms devoid of sunlight need the warmth of colors like pink, yellow, and yellow-green. When light is scarce, use the lightest shades. They have the highest light-reflecting qualities. But be sparing with *white* whites—especially in a north room. Pure white often takes on a gloomy, blue cast and gives any room an undesirable institutional look. As a rule of thumb, subdue bright rooms with cool blues and blue-greens. In rooms that are actually glaring bright, darker shades of retreating colors absorb light and rest the eyes.

You can perform fascinating tricks with color. If your ceiling seems to be high in another world, lower it by painting it a dark shade. Or if it appears to be only an arm's length away, raise it out of reach with light-colored paint. You may add depth to the cushions and massiveness to the general appearance of furniture merely by choosing a light shade for slip-covers. Even the floor can seem more spacious if covered with wall-to-wall carpeting of a solid color.

Another essential to be included in your decorating plans is glass. Both in structural form and as the utility mirror, it conveys light and reflects the beauty of a well-appointed interior. Plate glass mirrors, advantageously used, enlarge a small space, or introduce the most effective vistas of spaciousness to any other sized room.

Tastefully selected pictures, too, if carefully hung, often strike just the right decorative note. Bare and forlorn walls come to life when adorned with well chosen pieces of art. In hanging your pictures, remember to keep them at normal *standing* eye level. A number of pictures looks best if hung along symmetrical lines, formed either by the top or bottom edges of the frames.



FURNISHINGS Furnishings should contribute to utility and comfort, as well as to decorative appearance. First, select an appropriate floor covering. Generally speaking, soft rugs and carpeting belong in your reception, consultation, and recovery rooms. They contribute to the comfort, quiet dignity, and decorative schemes of these rooms.

Wall-to-wall carpeting, particularly in the finer grades of broadloom, definitely adds something to a room, but at the additional installation expense required for a special fitting.

Good quality, room-sized rugs that can be turned are more practical than a fixed carpet which must continue to take wear in the same places each day.

Carpets and rugs of solid colors in sculptured and figured patterns, in soft velvety surfaces or in smooth, deep pile of chenille, go well with modern interiors. Oriental rugs and so-called "colonial reproductions" (hooked rugs, imitation hooked rugs, and woven rag rugs) harmonize well with the traditional interior.

To prepare floors of the service areas of your office for harder use, cover them with hard-surfaced flooring—linoleum, asphalt tile, rubber tile, ceramic tile, cork, plastic, and such permanent compositions as Terrazzo and Magnazite. Some of the new plastic floorings, including Koroseal, Flexichrome, Vinylite, and Lavernite, merit investigation. These hard-surfaced floorings are available in assorted colors and harmonious patterns. Floors of cork tile and rubber tile are especially easy on your feet, and cushion noisy footsteps. Asphalt tile, a common favorite, provides a durable, permanent, service floor that is resistant to moisture and inexpensive to install. At all times linoleum, in attractive colors and patterns, is a wise, all-purpose choice. Some of the newer, rival, plastic floorings now offer resistance to grease, fire, moisture, and acids.

When you come to wall coverings, the selection possibilities will range from paint and wallpaper to more permanent wood panelling, stone, or structural glass and plastic and plastic covered leather.

You can base an attractive color scheme on painted walls in the service and treatment areas of your office. A durable, washable paint can be kept looking as fresh as new wallpaper. Wallpaper itself can be renewed inexpensively and is obtainable in patterns that add atmosphere to traditional or modern decor. A more adequate covering for the treatment room might be ceramic, metal, or plastic tile, or one of the newer plastic laminated sheet materials. This type of washable wall covering comes in a wide assortment of colors. Colored structural glass walls look particularly immaculate in pleasing pastel tints, and in patterns where translucent "illuminated" walls are desired.

If you are establishing a new office, or if you are going to redecorate, refurnish, or remodel your present office, it is best to begin with the finest professional furniture. Hamilton Professional Furniture is designed for doctors who get honest satisfaction out of owning the best. If you start by investing in only a few essential Hamilton pieces, you can add to your investment as you go along, and have the assurance of owning fine furniture that lasts a lifetime. Because it is the best, Hamilton Professional Furniture is relatively less expensive than any other make.



LIGHTING Choose your lighting fixtures carefully. If your taste runs to traditional forms, use vases, bowls, pottery, cut glass, or even pewter to give authenticity to your reading lamps. Interesting lamp shades contribute to your color scheme—even in the daytime. Authentic, old lamp bases (glass chimney and all) sometimes improve the traditional scene. In the illustrated interiors which follow, you may find just what your office needs.

Illumination of the modern interior must be functional, but not lacking in beauty. A symmetrically designed fluorescent ceiling creates a clean and well-organized effect. Illuminated cornices and panels are practical, and generally provide the best light. Modern reading lamps, with sheer shades designed to give the right amount of working light, look as if they would be good to read by and they *are*!

Fluorescent tubes last two and one-half times as long as filament bulbs, are easily concealed, inherently cool, and give up to three times the light of filament bulbs of equal wattage. The new fluorescent tubes are made in lengths upwards to 90 inches, and in cir-

cular shapes adaptable to numerous applications. So-called "daylight" tubes produce ceilings that simulate natural outdoor illumination, or provide equally effective indirect lighting for sidewalls. One of the latest tubes, possibly most successfully installed in your recovery room, emits "black light" that activates a fluorescent paint on ceiling and walls. Another innovation is the sealed-beam spotlight, which can be recessed in the wall to cast a beam of working light on desk, floor, or wall.

No matter what type of illumination you choose, lighting engineers advise 30 foot-candles of light for the area where the visual task is performed. But the brightness of this working light must not contrast too greatly with the brightness of the general surroundings, or there will be a glare. In the rooms of your office from 5 to 15 foot-candles of overhead light will suffice, with auxiliary lamps or spotlights providing 30 foot-candles for reading.

In your treatment room where you require highest levels of illumination for examination, spotlights combined with fluorescent panels, ceilings or cornices will serve to keep a general high lighting level.



PLUMBING AND HEATING It is actually possible now for you to equip a lavatory, bathroom, or even an ordinary sink in your office in such grand style that your patients will be charmed with its attractiveness. Lavatories and toilets are available in pastel shades to complement any color scheme. Unlike earlier counterparts, their piping is good. Consequently, maintenance costs are minimized.

You can install a neat lavatory of modern washbasin and toilet in a space no larger than four feet square. You can indulge in the luxury of a shower stall at a cost in floor space no greater than three feet square.

In addition to actual plumbing equipment, manufacturers of plumbing supplies are producing wall cabinets faced with mirrors or structural glass, and supplemented with their own fluorescent tube lighting.

Like new types of plumbing, new forms of heating are virtually limitless. Only recently a midget-sized gas furnace—no larger than a suitcase and capable of heating two and one-half rooms—was introduced.

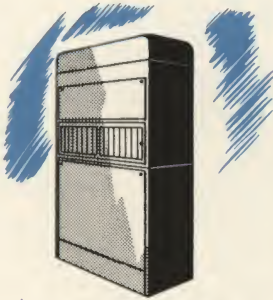
You can realize immediate improvement in your office with an automatic heating unit that utilizes the old system of piping and radiators. Besides eliminating the dirty and laborious job of stoking the furnace, automatic heat also spells greater economy by providing warmth only when desired (a big advantage between seasons); by supplying a controlled level of heat; and by eliminating the dust nuisance of ashes and soot.

If you are planning to build a new office, investigate radiant heating. By this system long lengths of pipe or tubing function as radiators and are concealed in the floors, ceilings, or outside walls. Advocates of radiant heating claim that heating cold walls or floors helps you to retain your body heat and thus remain comfortable even when the thermometer drops below 68 degrees.

New convector type radiators and wall units rate your consideration if you are planning a revised heating system. The convector-radiator fits snugly below your window sill and is camouflaged by an attractive cabinet. Through circulation and proper distribution of warm air, convector heating maintains constant temperatures at the floor line and ceiling, and avoids layers of cold and scorching areas. At the same time, the control can be used in conjunction with an automatic heating unit. Each room is heated precisely when necessary. Hence less fuel is required; the heat shuts off instantly when not needed. Convector heating units create no dirt or dust.

Another unobtrusive source of room heat is the new, warm air grille. This installation can be hidden away in baseboards or the upper parts of walls. It delivers one of the most favorable mediums of modern heating — conditioned warm air. Heat is distributed through gently circulated air which has been warmed and humidified after passing through dust and dirt filters. One grille delivers conditioned warm air; another grille returns it to the furnace for reconditioning. These grilles, if adjusted, can circulate cooled and dehumidified air in hot weather.

To generate auxiliary heat you can use one of the new, portable electric heaters or wall installations. Among them you will find radiant panels and a decorative, folding screen which doesn't appear to have any surface heat when touched, but (miraculously!) can warm a chilled room adequately.



AIR CONDITIONING Your investment in air conditioning will pay big dividends not only in comfort, but in increased efficiency of office operation. Contrary to popular belief, true air conditioning is a year-round proposition. Proper air conditioning in your office includes simultaneous control of temperature, humidity, air motion, and air cleanliness. In summertime, this system should cool the air and act as a dehumidifier; in wintertime, it should heat the air and supplement its humidity.

In all seasons, proper air conditioning assures motion and circulation of air, filtering of foreign particles from the air, and ventilation through introduction of the proper amount of fresh outside air.

If you are planning a new office remember that modern heating and cooling plants work together. The same ducts which deliver warm air in winter frequently can be adjusted to carry cool air in summer. The same filters and conditioners clean the air all year. In winter, the heating unit adds moisture to the air. In summer the cooling unit takes moisture away.

The design for a successful year-round air conditioning system hinges upon exact calculations determined by average weather conditions for your location. Your specific plans for all-year air conditioning call for advice of an expert.

But you need not deny yourself the advantages of air conditioning because you are not ready to install an all-year system. You can buy a self-contained air conditioner unit at relatively low cost. This unit is compactly contained in an attractive cabinet and can be plugged in for installation in any room as easily as an electric fan. Unit air conditioners require only an electrical connection and an opening (such as a window) for fresh air inlets and exhaust. They also function for partial winter use by filtering, circulating, and mixing fresh air as a supplement to any existing heating system serving the room. You may be especially interested in installing one in your consultation room if it faces a street where there is noise and heavy traffic.

Some large medical arts buildings have installed a newly developed, multi-story air conditioning system which cools and dehumidifies the air in summer and heats and humidifies the atmosphere in winter. This system ventilates, cleans, and circulates the air; provides various phases of automatically controlled conditioning; insures heating early in the day and cooling in the afternoon; operates without any constant supervision; and permits each occupant of each office suite to select the temperature he desires. If you occupy an office in a medical arts building, you should ask your landlord to investigate this new type of air conditioning installation.



SOUND CONDITIONING As applied to your office, sound conditioning may be broken down into two entirely separate objectives: (1) To prevent the escape of sound, either from room to room, or from the outdoors to the inside of your office. (2) To reduce or eliminate noise originating within the rooms of your office.

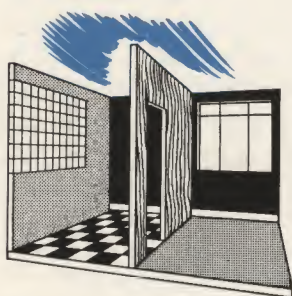
The first objective calls for *sound isolation*. This is achieved by setting up sound barriers between a room and an outside source of noise. If from your consultation room you can hear your receptionist talking down at the end of the corridor *when doors and transoms are closed*, you need this type of sound conditioning. Sound isolation is a remedy for doors that do not fit tightly, for walls and partitions that are too light, and for openings in the walls of the room that allow sound and noise to enter.

It is practical to locate your consultation room away from the reception room whenever possible. A double partitioned closet wall also will help. Wall insulation set between partitions will serve as an excellent noise barrier. Solid, tight fitting doors and transoms offer great improvement. Even a portable window air conditioning unit serves to prevent outdoor noise from entering open windows of your office.

The second principle of sound control concerns sound absorption—the reduction of noise within a room. Common noisemakers such as rattling windows, squeaky doors and floors, noisy shutters, jangling phones, and doorbells can be directly controlled and silenced. Heavy carpets or rugs, placed over fairly thick floor pads, or tiled and sheet floorings of rubber or cork, serve to keep your office quiet. Even your upholstered furniture, drapes, fabrics, wall hangings, and other soft fabric covered objects will absorb and reduce noise.

But for the job to be done most efficiently, an acoustics expert should be called. He may recommend the covering of your ceilings and walls with acoustical material like tile, wall board, or special sound-absorbent plaster.

Acoustical tile wall and ceiling panels are manufactured in an assortment of forms, shapes, thicknesses, and materials. Each type is designed for a specific purpose. The average expense of equipping large offices runs from 60 cents to 80 cents per square foot. An acoustics contractor can do the work between office hours, or at night. If you are planning a new office it will be wise to have the expert make recommendations while you are doing your original planning.



REMODELING The job of remodeling can be divided into three general categories. The first of these is repair. This covers all provision for the strength and durability of a building. It involves elimination of conditions such as leaky roofs, rot, wet basements, faulty heating, plumbing, and electrical work. The second phase of remodeling is that of planning additions, subtractions, or rearrangement. The third has to do with the appearance of the building—both inside and out. It may mean physical revisions to the structure, painting, removal of porches, new wall finishes, or other details of beautification.

There are degrees of remodeling, extending from simple superficial renovation to the most complex rebuilding. Noticeable improvements can be made in an office simply by building in a few bookcases, or by installing window valances, radiator covers, and other simple surface features. These, combined with a new decorating job, can give fresh sparkle to your office.

Many offices have taken on new life simply through the introduction of new construc-

tional materials. For instance, dark inside rooms can be brightened by borrowing light from an adjoining outside room through glass block or structural glass partitions. Improved coverings, wall paneling, or practical, new acoustical ceilings add welcome freshness. Modern illumination may throw new light on an old interior.

If you find that it is necessary to revise the space arrangement of your office, that is to change the positions of inside walls for a different lay-out of rooms, it will be well to proceed only on the advice of your architect or building contractor.

If you are considering a major remodeling job, the structural soundness of the building is the most important factor. A competent architect can advise you on this. If appraisal indicates that the structure is basically sound and will lend itself to remodeling, you may be able to remake the place at relatively low cost.

For major remodeling, a good sense of design and ingenuity are your main assets. A resourceful architect can put a new face on even the gaudiest gay nineties dwelling. Indoors, it is generally best to start from scratch with bare floors, walls and ceilings stripped of all trick molding or old-fashioned ornamentation.

Following a well-designed floor plan, proceed to move the walls, or to add new ones as your scheme requires. If windows are small, too numerous, and dingy, see what can be done about cutting them out and installing large picture windows in their place. Old-fashioned fireplaces and lighting fixtures, heating systems, lavatories and bathroom equipment may be exchanged for modern installations. A thorough overhauling of an entire building can produce an office which to all effects and purposes is modern and up-to-date. Another advantage of remodeling is that it is possible to budget your improvements and add to the job as you go along.



BUILDING So, you're going to build! You have already decided upon the site for your new office. You have certain ideas about the way you want your office to look. But you are undecided on details, and you are fundamentally concerned about getting started.

Under these circumstances you should first make the acquaintance of a good architect. Tell him how much you want to spend and describe the kind of office you need. You should give your architect a simplified, mental picture of what you have in mind so that he can prepare preliminary drawings for you. You will probably find yourself revising your ideas as you go along. Some features that might have seemed rather appealing at first may not be too practical in the final plan.

You'll profit by making your decisions as final as possible before actual construction begins. Check with your architect on the new materials and new types of construction. Take time to acquaint yourself with some of the many matters described and illustrated in this brochure. Be sure to learn about the new things that are being done in building, and talk them over with your architect. If they can be applied to your problem, by all means go after them. Any changes that are made after the building has been started are usually expensive. Of course, some may be advisable or necessary as your office takes form. But keep these at a minimum, or your costs may run much higher than the original estimate indicated.

Before work is started on any final plans you will want to decide upon the type of architecture that your building is to follow: whether you want it constructed of stone, brick, wood, or some other material; whether it should be one story, one and one-half, two stories, or three stories; and how many rooms it should contain. You should also give thought to the landscaping, because your property can be enhanced substantially and the value increased through the years if basic planting is carefully planned. But you will be most interested at the start in erecting a building. . . .

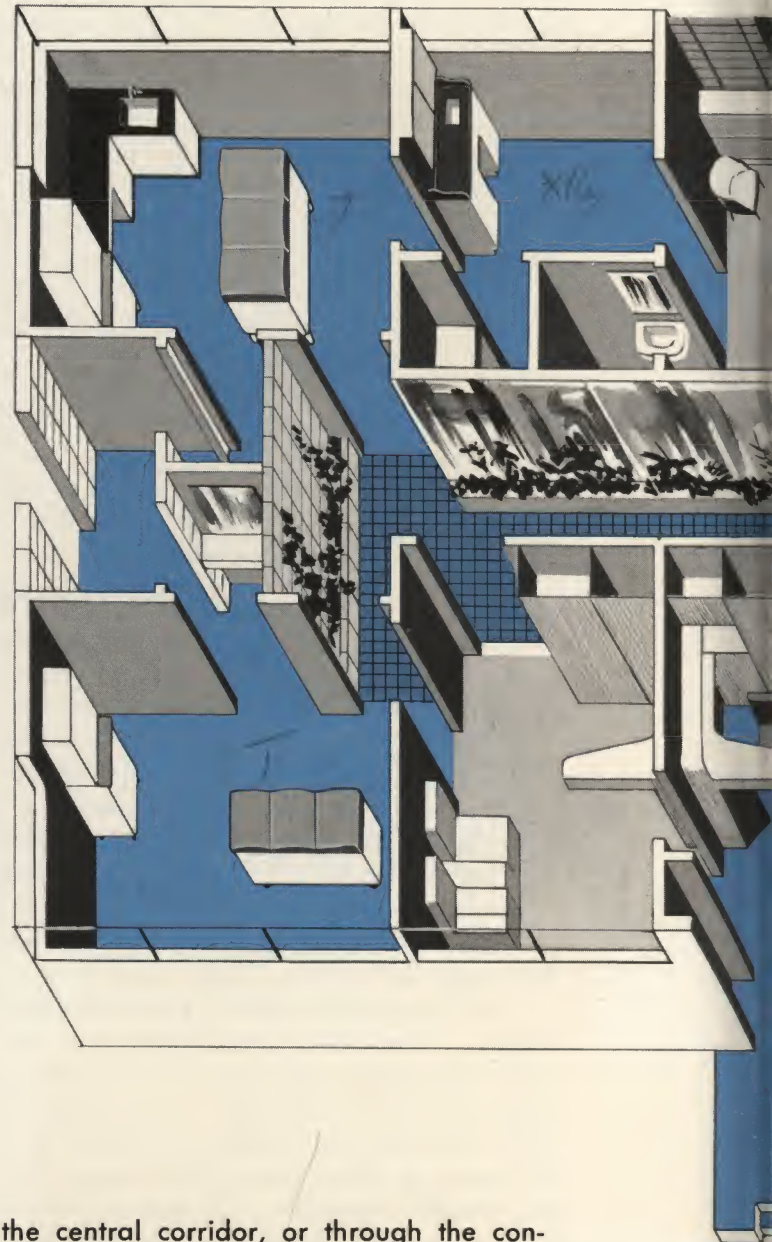
A Good FLOOR PLAN

A good floor plan is best determined by close cooperation between you and your architect. But, to bring ideas together in this brochure, it was essential to have a motivating device. A "model" floor plan was the answer. Since most physicians have their offices in medical buildings, a "model" medical building could best contain a maximum of generally applicable room designs, useful ideas, thoughts, and suggestions. The buildings and rooms which follow key into this floor plan, with the exception of the combination treatment room designs.

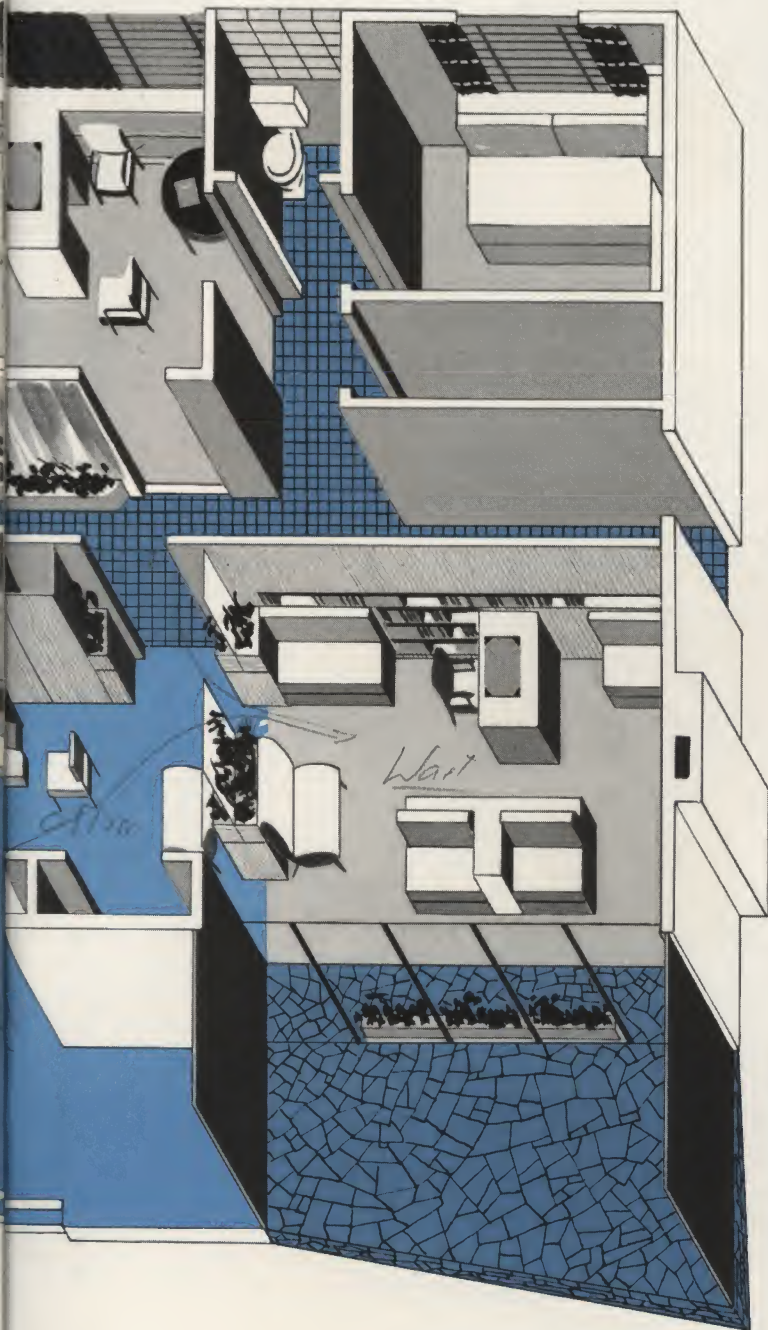
However, the accompanying floor plan is submitted to you *only* as a reasonable divisioning and proportioning of space. This layout incorporates a variety of provisions which physicians regard as very desirable.

For instance, immediately upon entering the building the patient comes to the receptionist's desk. After a private conversation there, he can be routed directly to the comfortable reception room across the way. He leaves the building either by the side treatment room exit, or through the entrance foyer, *without again passing through the reception room.* The consultation room is so far beyond the waiting area that conversation cannot be overheard. A generous central corridor lends an air of spaciousness and organization to the layout. Twin treatment rooms enable you to handle your patient load more efficiently. Toilets and washbasins may be installed in the adjoining dressing rooms if desired.

The recovery room is located in the quietest corner of the building, yet it is directly accessible to the treatment area by way of



the central corridor, or through the consultation room — in both cases bypassing the reception area. Thus the recovering patient is isolated from office operation areas but is under easy surveillance. There is an adjoining side exit where an automobile can stop beside the building in case of emergency. The lavatory adjoining the recovery room also serves the reception



EXTRA FLOOR PLANS

Pages 32, 33, 34 and 35



area. If you remain overnight you can sleep here on the comfortable recovery cot, and in the morning (or between times) brew yourself hot coffee and breakfast in the compact kitchenette usually concealed behind drapes or folding door.

Your own consultation room has both lavatory and shower. X-ray, laboratory, and dark room adjoin your office. Through this area you have direct "inland" access to the treatment rooms. You can also enter or leave the building without being seen from the reception area.

Your assistant or associate can make an office of the auxiliary reception-consultation room (located on the other side of the foyer) which ordinarily is used as waiting space for special patients who should not be routed to the general reception room.

You may not have a medical building in mind; or if you do, you may wish to follow a plan entirely different from this one. (Extra pages of assorted floor plans appear in the back of this brochure.) Ideas which appear here and on the following pages may offer something that will be applicable to your situation.

While examining these plans and suggestions, you may be interested in making a comparison of each type of design

which calls for ➤

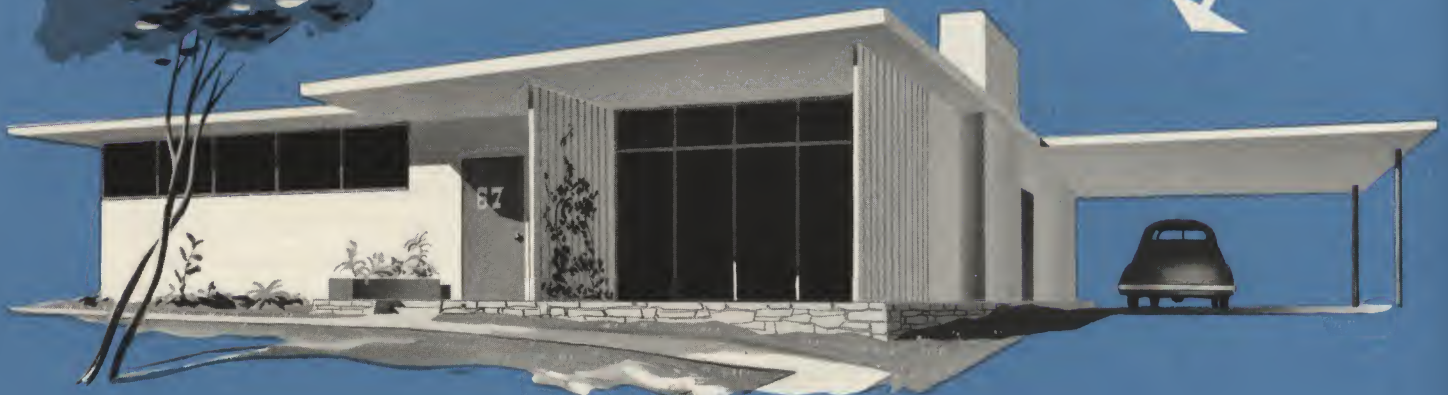
Architecture THAT IS . . .

Traditional



With all its warmth and friendly appeal the traditional building may be just what (you) the doctor ordered. Have no worries about representing yourself as an "old fogey" because of your honest love of traditional architecture. Good colonial design has been America's first choice since John Smith wooed Pocahontas and it is not likely that it will be discarded soon. Moreover, for functional purposes the traditional office can be every bit as efficient as a modern version.

or Modern



On the other hand, something entirely new, dramatically different, may fill the prescription: A modern office building — clean-cut, sleek, and functional. Modern design suggests modern methods and techniques, and your patients' first impression can be a subtle influence on their opinion of you as a doctor.

Reception Foyers

TRADITIONAL ➡



Your entrance foyer should help create a pleasant first-impression. The charm of an authentic colonial atmosphere created by pine wainscoting, print wallpaper, and polished brick tavern floor will please your patients. Your receptionist and her clerical equipment go behind a cyma-scroll-faced counter. Inside her cubicle, a discreet distance from the reception room, private conversation is assured. There is space here to hang clothing and the side is open for a clear view of the reception room.

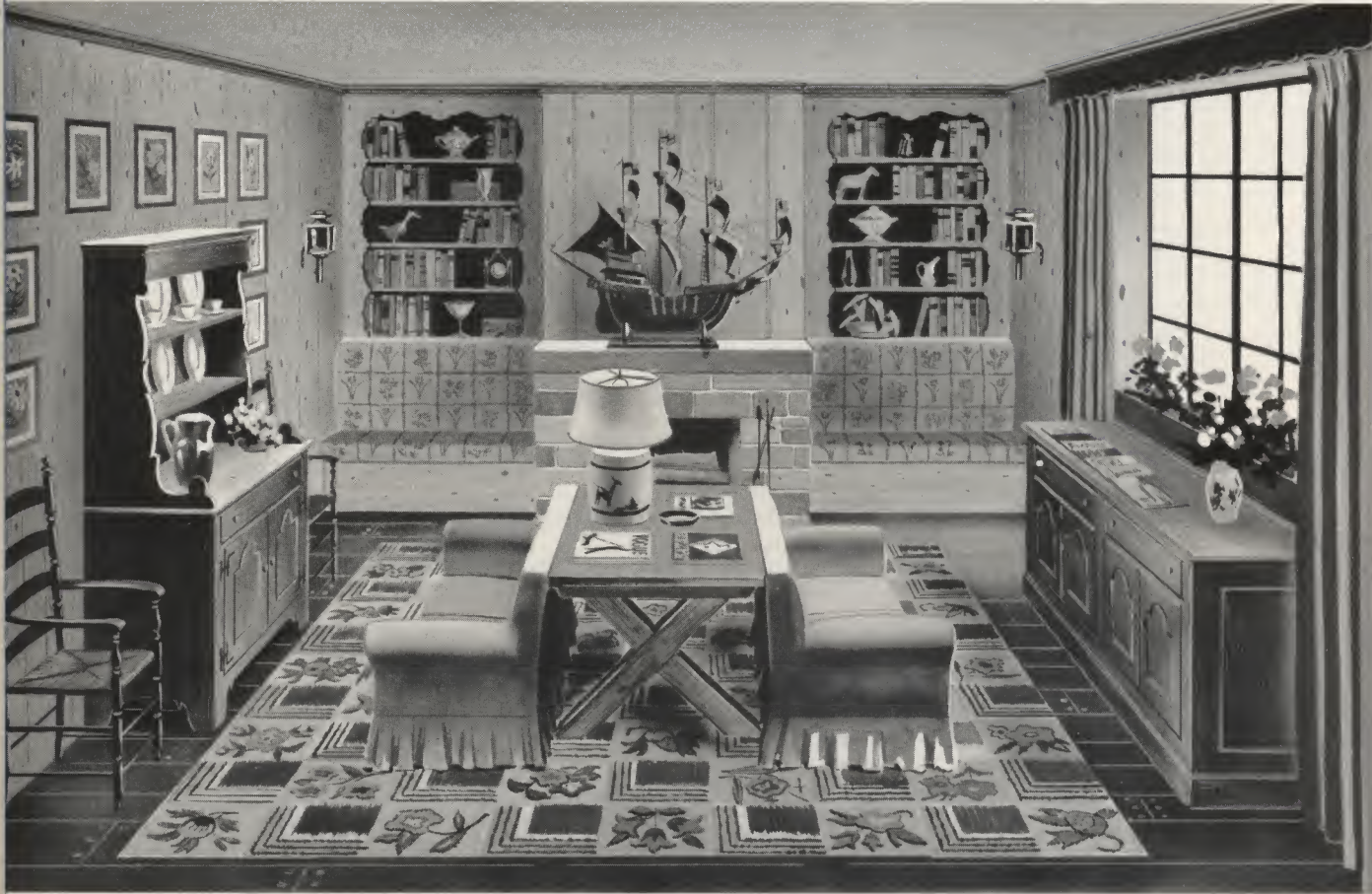
MODERN ➡



Patients who enter this office are impressed with the fresh, functional forms which abound. Your receptionist sits behind a cantilever desk of original design. It is flanked by built-in shelves and cupboards. Behind her a panelled wall conceals lockers, filing cases, and storage space for patients' garments. Fresh plants and shrubbery are reflected in the sheer plate glass mirrors that run up to fluorescent ceiling panel. Patients relax in nearby modern chairs.

You can have ➡

Reception Rooms

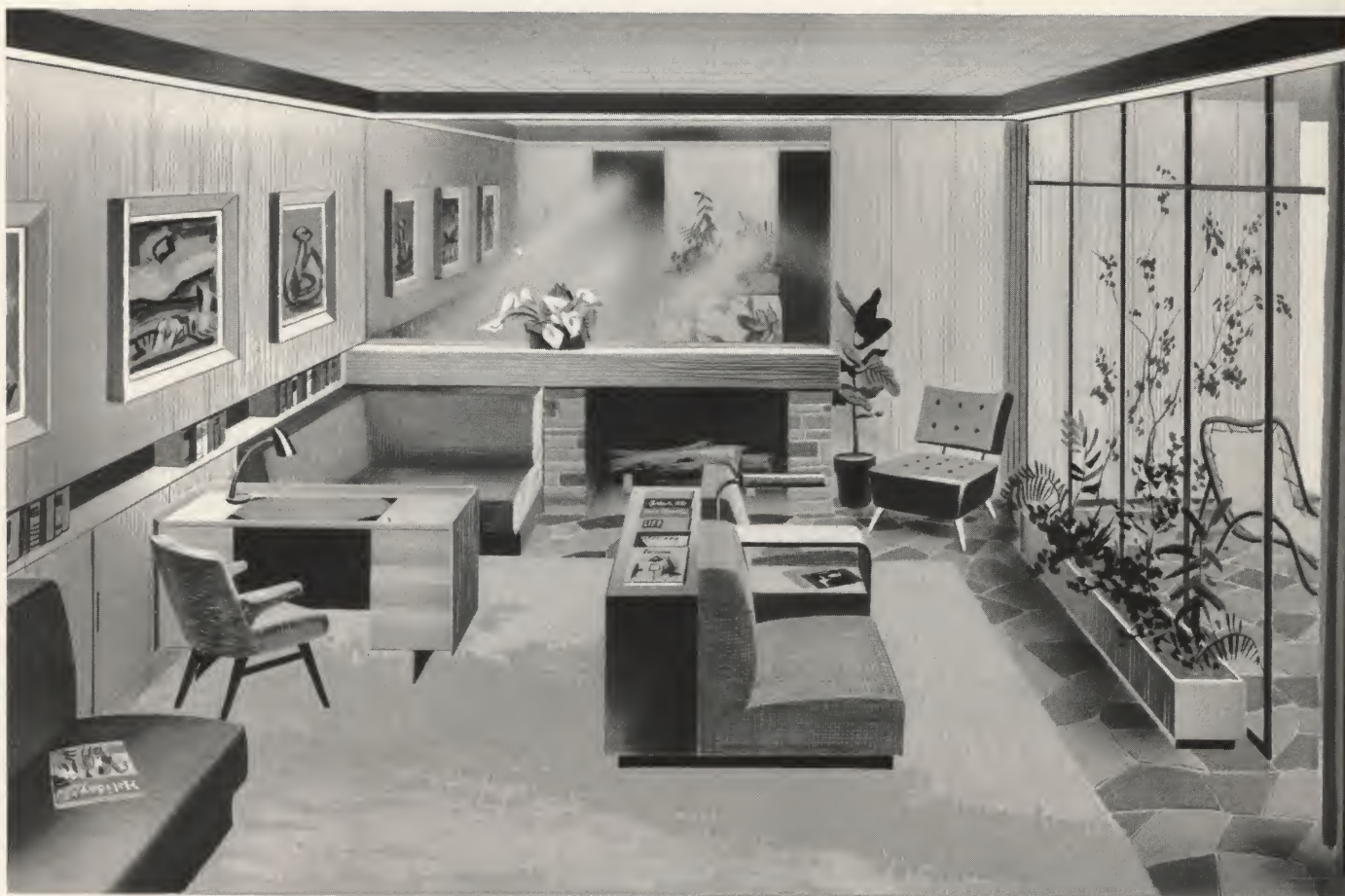


TRADITIONAL

This room suggests a maximum of colonial coziness, yet provides for privacy of seating. With additional seats (not shown in the foreground), the arrangement can accommodate at least twelve persons. Two separate openings in the room facilitate entrance from, and exit to, the foyer (where the receptionist commands a clear view of the entire waiting area).

There is a large picture window stretching wide over a built-in pine cupboard. A garden box lines the length of the window sill. Heavy, flaxen draperies reach out, beneath a scrolled valance, all the way to the floor. On either side of the ample stone fireplace, upholstered seats are built-in beneath open shelves. These shelves are decorated by typically colonial scrolled facings and lined with books and objects of art. Flower prints, hung symmetrically, carry out a decorative pattern on the pine panelled walls. A large ship model as the mantelpiece focal point sets off the subtle balance of all incidental decoration.

In the center of the room, on a patterned hooked rug which covers the floor of random plank-ing, stands a sturdy, authentic X-trestle table. Magazines are at hand and all seating areas are properly lighted. This room is amply removed and entirely out of earshot of the Consultation and Treatment rooms. A lavatory is located directly across the corridor.



MODERN

This rich, spacious, and comfortable effect stems from careful combination of natural elements of wood, stone, and glass. The outdoor scene, landscaping of the terrace, and abundant daylight, are part of this reception room. It is decoratively detailed indoors with plant boxes and fresh cut flowers.

A fluorescent ceiling cornice skirts the perimeter of the room and carries over to the terrace. Thermopane plate glass makes a thoroughly insulated window wall. It can withstand the cold of winter with little loss of indoor heat, and it guards against excessive outdoor heat in summer. Ceiling to floor drapes can be used to cover the window, if desired. Overhanging the terrace, the roof of the building shades the room.

Within the originally designed marginal border of multi-colored flagstone, which ends at the end of the room to form the fireplace hearth, chenille carpeting covers the floor. This flagstone border maintains continuity between the indoor and outdoor scene. It provides footing for the rear paneled wall which also extends outdoors to form the end of the terrace.

Reflecting the outdoor view and also creating an illusion of increased room depth, a wall mirror rises from the mantelpiece to the fluorescent ceiling cornice. The ceiling, covered with acoustical tile, together with the heavy pile carpeting, induce a quiet and restful atmosphere.

You can have ➡

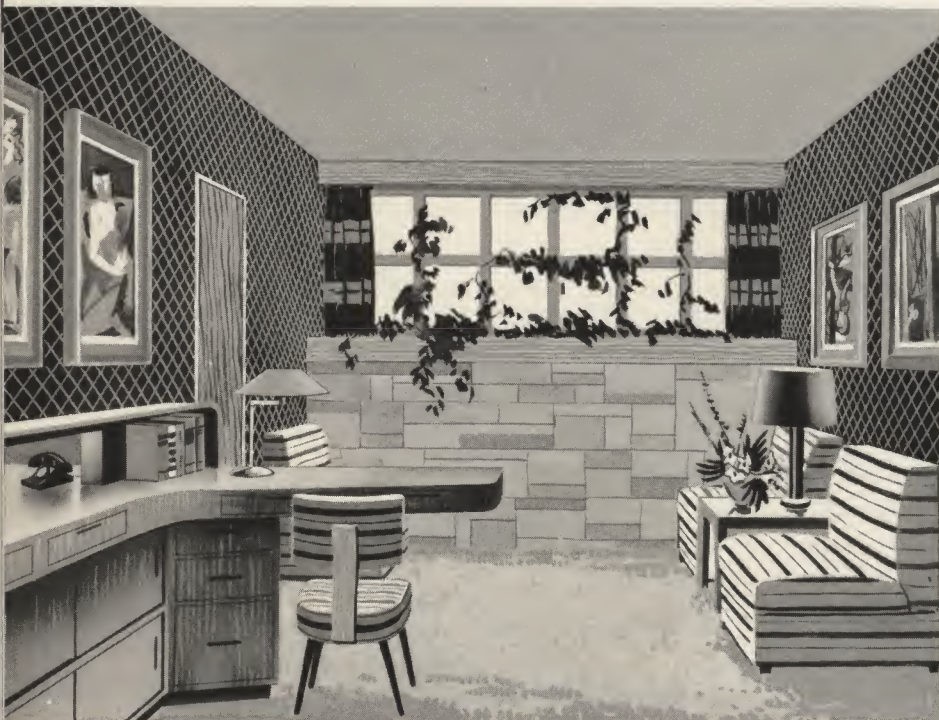
Auxiliary Reception- Consultation Rooms



TRADITIONAL

Small in size, this friendly room appears complete and uncluttered because of its careful arrangement of line and detail. An upholstered pine settle and adjoining butterfly table stand along the right wall. Barrel chairs, colonial tavern table (used as a desk), and a Windsor type desk chair fit into the background of knotty pine wainscoting and quaint wallpaper. A carefully modeled kerosene lamp (electrically wired) completes the picture.

This room, located to the left of the foyer, may function as auxiliary reception room for special appointments, or as your assistant's consultation office.



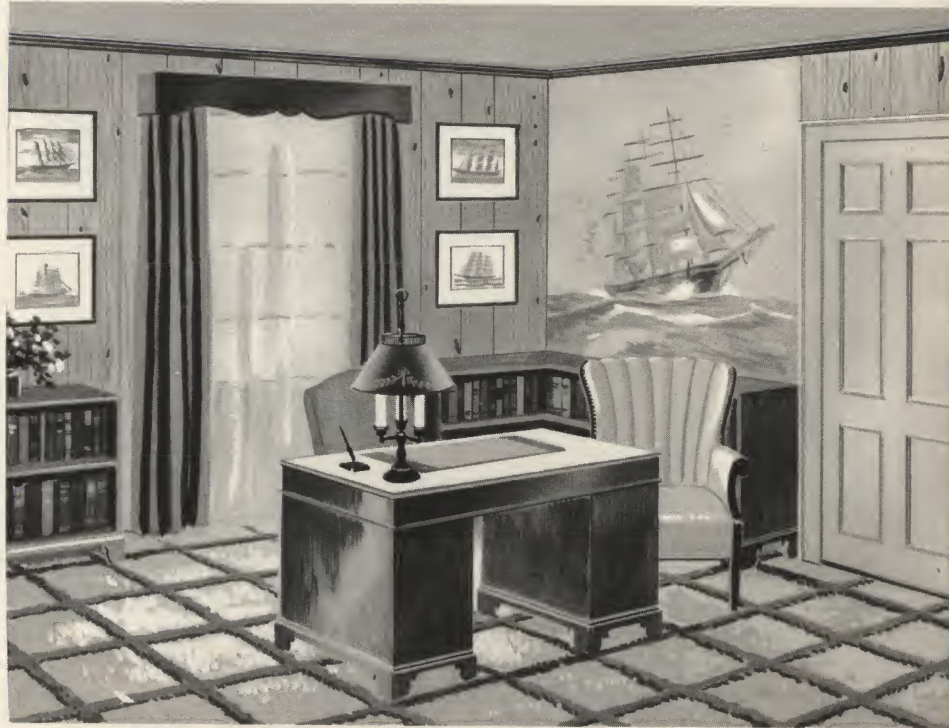
MODERN

The clean taste of modern functional design has full expression in this little room. Its focal point is the wall of multi-colored stone. At the top of this wall a full plant box spans one end of the room. Ivy climbs the natural wood grille and twines down the face of the wall. A fluorescent-lighted cornice illuminates the scene in the evening. Other walls are covered with nubby, diagonal weave fabric or wallpaper, or pastel tinted plaster. Stretching out beneath the plaid, upholstered chairs and the originally designed cantilever desk, chenille or broadloom carpeting covers the floor. Carefully hung modern art adds the final touch.

Consultation Rooms

TRADITIONAL

A variety of design elements are combined here to make this an interesting and congenial consultation room. Since boats are the hobby of this physician, he uses photographs or prints of boats for wall decorations. A full mural of a Clipper ship on the corner wall emphasizes his nautical taste. Wall-to-wall carpeting of a hooked block pattern covers the floor. The desk is typically traditional, as are the chairs and the detailing of the built-in bookcases. A cyma-scrrolled, box valance heads the curtained and draped window. All exposed walls are pine panelled.



MODERN

To indicate a change of pace, drapes and Venetian blinds introduce subdued lighting effects in the relaxing mood of this room. Plate glass mirror panels set in the corners at right angles to the windows give the room an illusion of breadth. When the blinds are up the mirrors draw in the outdoor scene.

The floor is of deep pile broadloom carpeting; ceiling of sound absorbent material. A fluorescent cornice, providing soft, indirect lighting, runs above two sides of the room and above the windows. Obviously, the collection of miniature elephants is this doctor's hobby.



You can have

Recovery Rooms



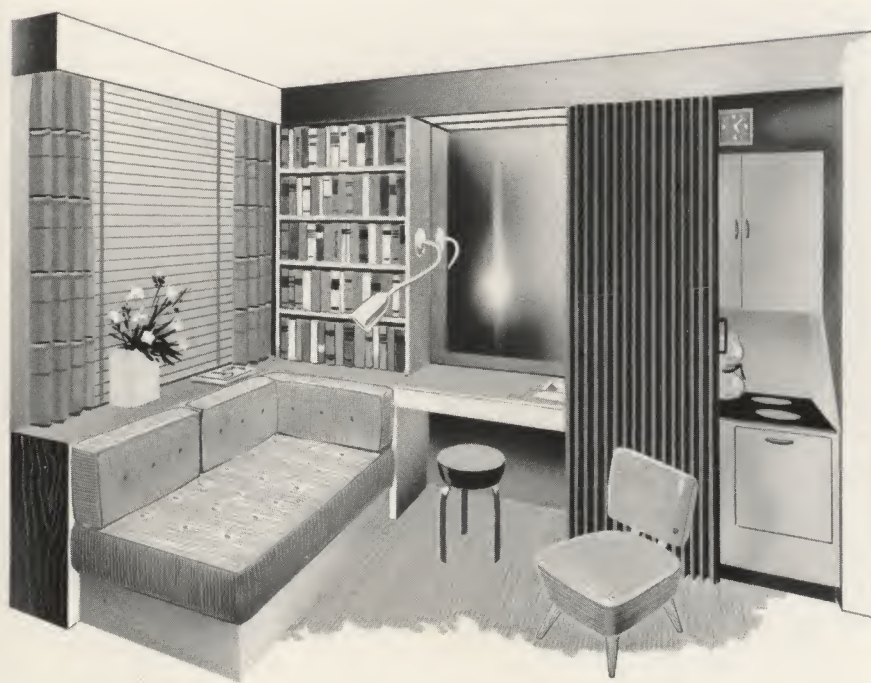
TRADITIONAL

Here is a completely functional room done in purely colonial decor.

A hand-hooked rug covers the floor and the drapes are made of hand-loomed fabric. Blousy tie-back curtains veil the square-paned window. The base of the built-in sofa is of heavy planked knotty pine with pegged, dove-tailed joints rounded off at the corners.

Next to the built-in bookcase a caned tavern stool slips under a tavern table. On the wall above is an old looking glass. The same wallpaper pattern is used behind mirror and bookcase. The handy kitchenette to the right disappears behind the drapes during office hours.

For functional purposes fluorescent lights are used behind the scalloped valance.



MODERN

This restful room is located in the quietest corner of the building away from any possible disturbance, yet it is directly accessible through the central corridor and adjoins a convenient side exit.

For recovery purposes Venetian blinds and drapes can be drawn to darken the room. Soft wall-to-wall carpeting insures quiet. A shelf space running flush to the window edge, and a counter arrangement at the head of the sofa, holds magazines and ashtrays. An adjustable, spot reading lamp at the head of the sofa supplements the indirect fluorescent lighting.

Auxiliary cooking and refrigerator units are neatly concealed behind a folding door. A storage compartment hides behind the deep cushions of the sofa.

Dressing Rooms

TRADITIONAL

Like its modern counterpart, this traditional dressing room occupies approximately a five-foot square of floor space. Here knotty pine wainscoting goes to desk height on two sides of the wall. Above this the wall is papered in a blocked pattern. All necessities, such as clothes hanger, waste basket and magazines (on the desk), are included. Doors are typical six-panel design.

The floor, preferably linoleum or rubber tile, is of a colonial pattern. There is space to install a lavatory if desired.

Both the traditional and modern dressing rooms have separate exits leading out through the vestibule at this end of the building.



MODERN

Glass makes this efficient, modern dressing cubicle clean and smart. A full glass block wall at the right and left borrow light from the end of the building and corridor.

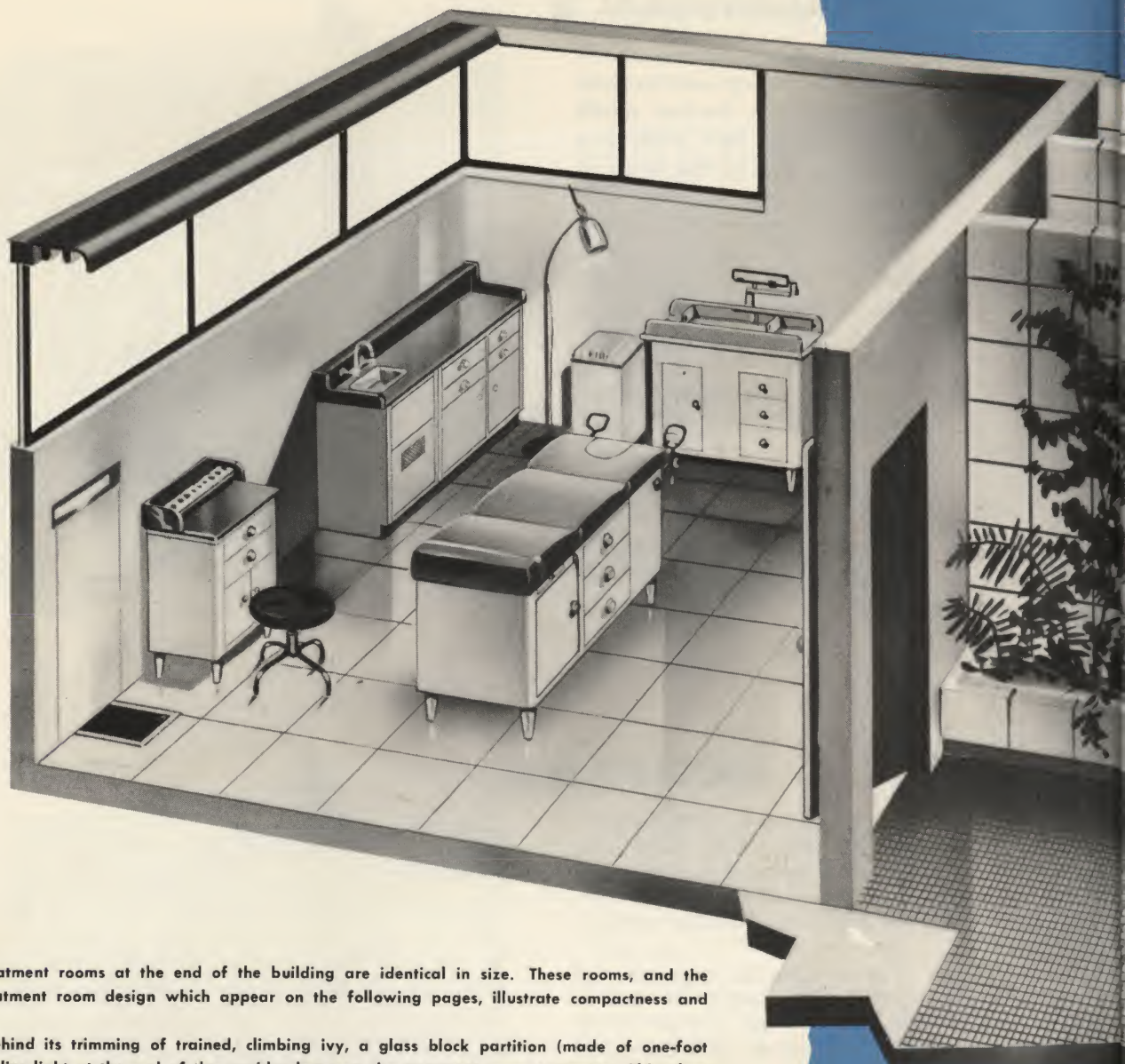
To present an impression of greater spaciousness, the floor in this dressing room is done in linoleum, rubber tile, cork tile, or asphalt tile in a diagonal square pattern. A full wall mirror that runs up to a fluorescent ceiling bathes the room in soft light, also enlarges its appearance. The dressing counter has a double shelf for magazines, tissue, and incidentals. A modern folding door, harmonizing with the designs, is used to save space. With two doors, both the traditional and modern dressing rooms are easily ventilated, cleaned and kept fresh.



As for

Treatment Rooms

(YOU



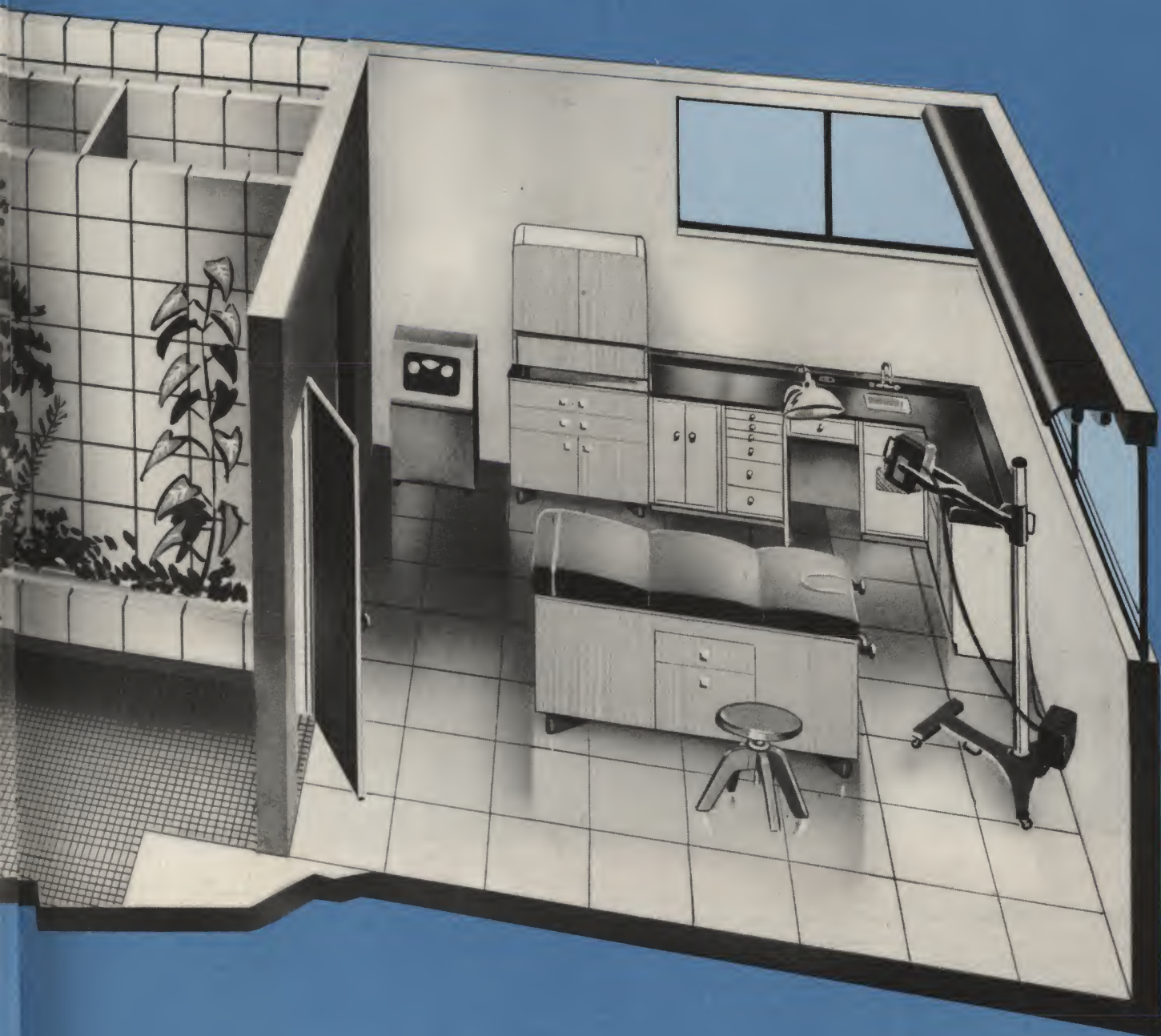
The two treatment rooms at the end of the building are identical in size. These rooms, and the variations in treatment room design which appear on the following pages, illustrate compactness and efficiency.

Sparkling behind its trimming of trained, climbing ivy, a glass block partition (made of one-foot glass block) supplies light at the end of the corridor between the treatment room entrances. This glass block borrows light from an inner glass partition separating the two dressing rooms, and from the outside glass block vestibule wall. Through the vestibule, patients may leave the building from either of the adjoining dressing rooms.

The floor of the corridor is fine square Terrazzo. The treatment room floors are asphalt tile or linoleum; their walls are surfaced with pastel tinted structural glass. If the building is on street or sidewalk level, high windows insure privacy without special curtaining. A fluorescent cornice skirts the ceiling perimeter of each room.

In both rooms there is ample space for a variety of standing equipment. Preparatory cabinets provide for additional working and storage areas. Because of proximity of the two rooms, heavy rolling equipment can be transferred easily from one room to the other. In complete harmony with the effective design of these rooms, Hamilton Steeltone Furniture, including a Pediatric Table, is featured in the room to the left, and the Hamilton Nu-Tone Suite appears in the room at the right.

MAY NEED MORE THAN ONE)



These Model Designs



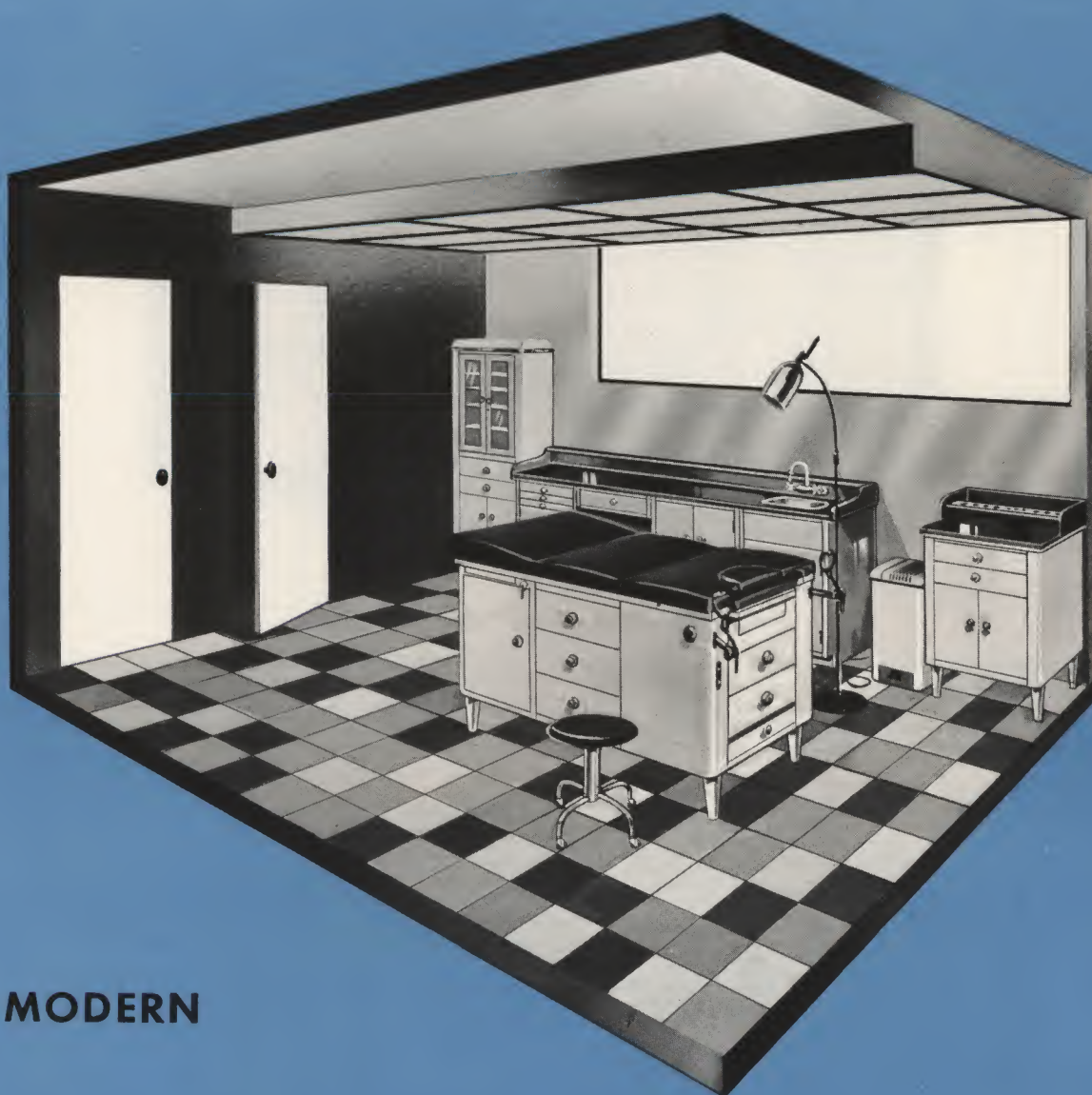
TRADITIONAL

Here is a highly practical workroom with the mellow appeal of an old-fashioned interior. The linoleum floor lends a simulated, random width, planked effect to blend with the colonial six-panel doors. Neutral color linoleum may be used with the knotty pine paneling. The parts of the walls above the wainscot panel are papered in floral-patterned washable wallpaper.

Complemented by crisp, tie-back curtains and colorful drapes, a picture window (for practical working light) sets

above and between built-in storage cupboards with H-L hinges. To the left of the cupboards, a harmonious Hamilton Nu-tone treatment cabinet is recessed into the wall. A Hamilton Nu-tone treatment table and stool complete this ensemble of superior treatment equipment.

Ceiling spotlights for high level illumination completely qualify the scene as being traditional yet modern in all functional aspects.



MODERN

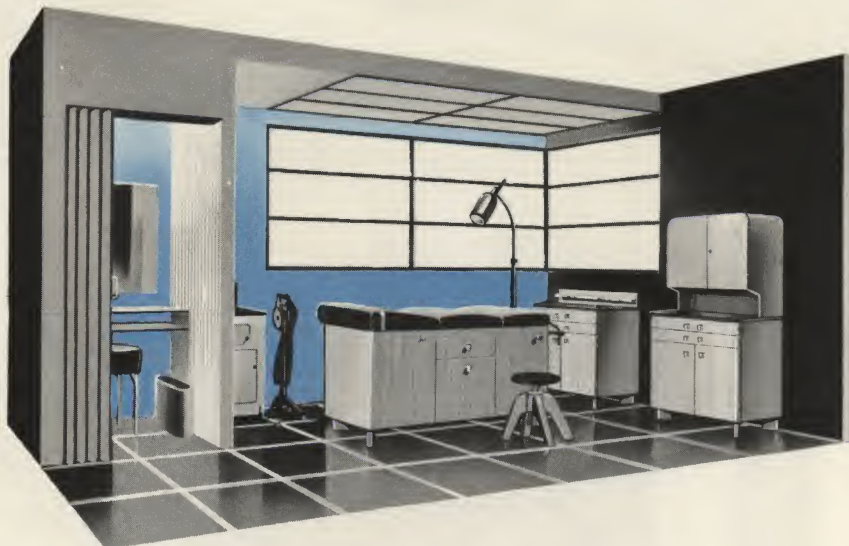
Established counter and window heights illustrate good organization in this treatment room. The sink and laboratory benches line the far wall underneath unobstructed window space. At either end of the laboratory benches there is shown a Hamilton Steeltone treatment and instrument cabinet. Floors are of squared cork or rubber tile, rich and plain in color, yet sturdy and serviceable. Toward the center of the room, but close enough to the cupboards and

cabinet to be part of the working unit, a Hamilton Steeltone treatment stool and table help to coordinate this working unit of the best treatment equipment available.

Brilliant fluorescent lighted panels occupy the area of the ceiling above cupboards and treatment table. Structural glass walls insure cleanliness and easy maintenance. With its own private dressing cubicle, which leads to a separate exit, this room should lighten the task of the busy doctor.

or you may prefer ➡

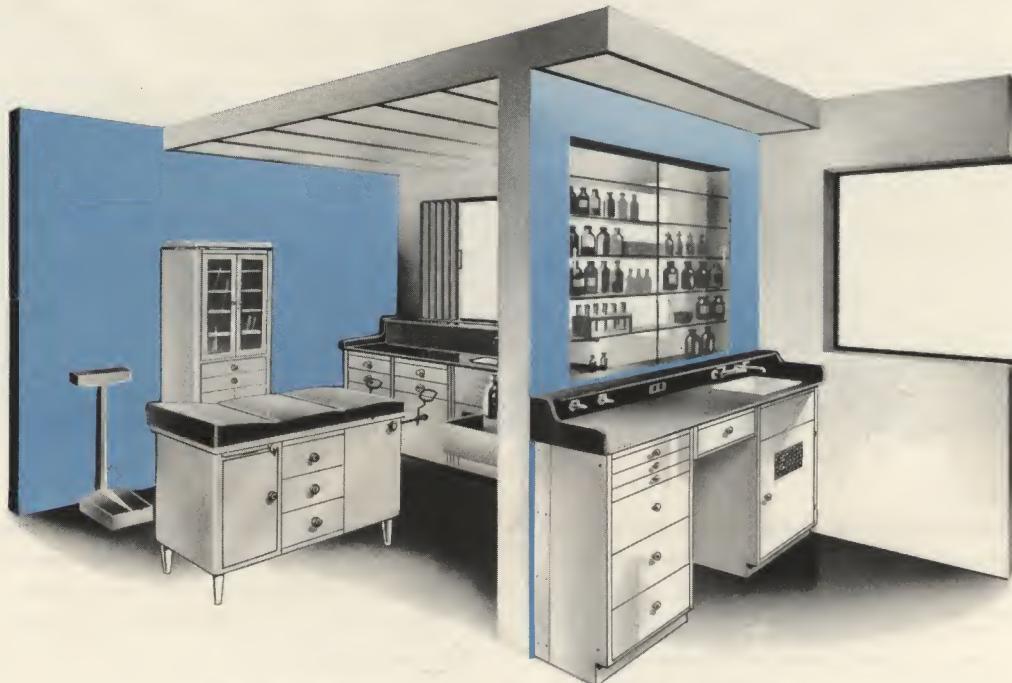
Combined Treatment Rooms



TREATMENT ROOM AND DRESSING ROOM

Tastefully furnished with the Hamilton Nu-Trend Suite, this room is an example of well designed working space. A fluorescent ceiling, aided by a spotlight, provides ample, high level illumination. Wide, full-view windows shed daylight directly on the working area. Hamilton Nu-Trend

Treatment Table, Cabinets and Stool, together with service flooring and structural glass walls, assure functional efficiency and ease of maintenance. Light filters through the glass partition to the built-in dressing cubicle which has its private exit.

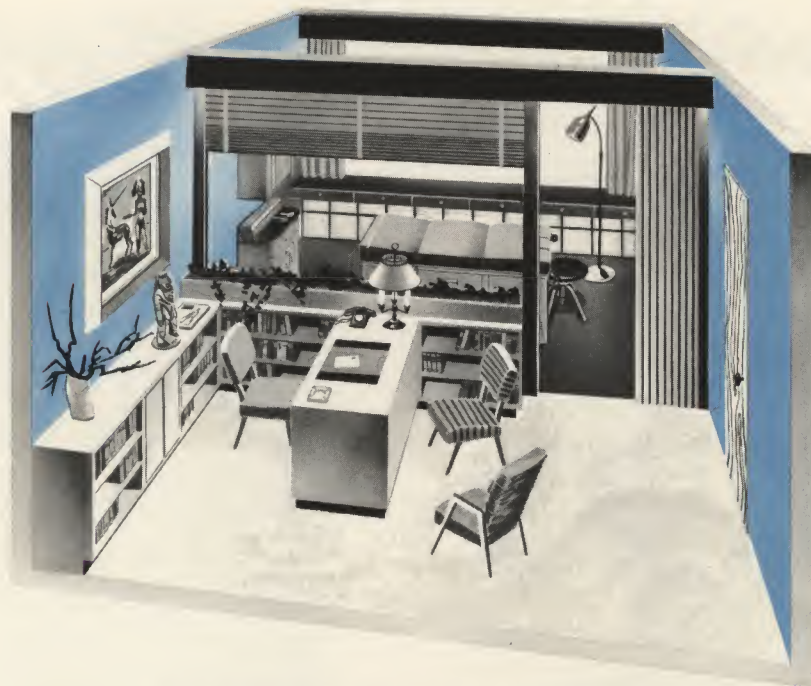


TREATMENT ROOM AND LABORATORY

Extending from the window wall (of glass block, wood, or masonry), a partition as deep as the width dimension of the Hamilton Laboratory Unit segregates your laboratory work area. Its glass front cabinet has built-in shelves accessible from either side. On the treatment room side,

there is a preparatory cabinet for convenient instrument storage and work area.

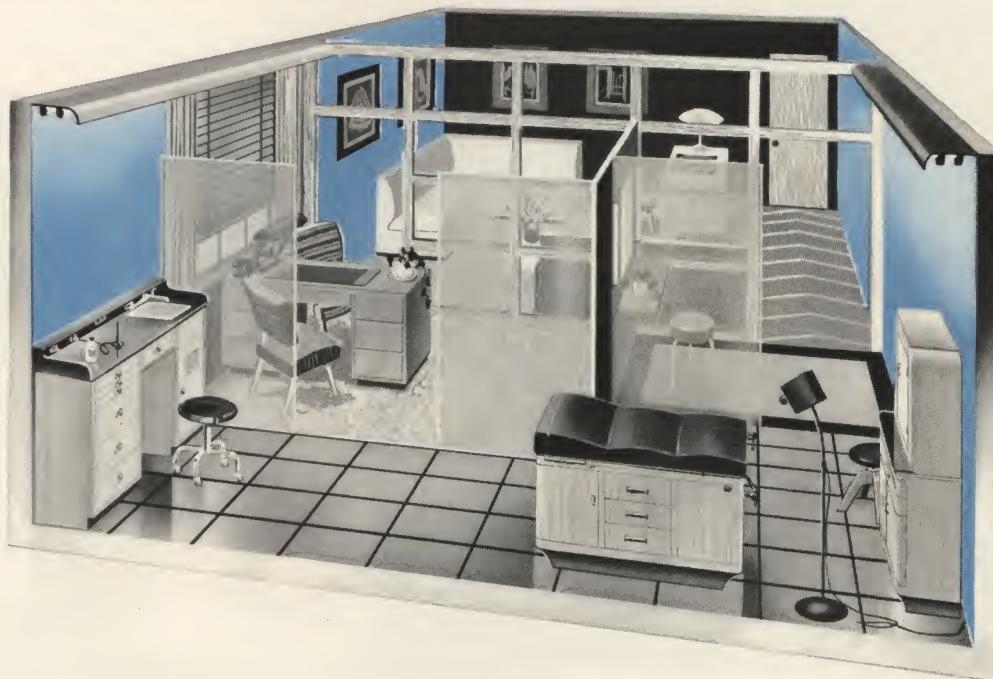
Reaching completely across the treatment room ceiling, fluorescent lighting beams out in broad panels to illuminate the Hamilton Laboratory Unit and the modern Hamilton Steeltone Suite in the treatment area.



TREATMENT AND CONSULTATION ROOMS

A folding door and Venetian blind (which can be lowered to close off the treatment area) divide this compact office space effectively. Light comes in through the far window wall and through a row of glass blocks beneath the window counter. Fluorescent valances extend over

the window and middle partition. An attractive suite of Hamilton Nu-tone Furniture sets off the service flooring and immaculate glass walls of the treatment area. To save space, there are built-in bookcases and cabinets in the consultation room.



TREATMENT, RECEPTION, CONSULTATION, LABORATORY, DRESSING ROOMS

Here's an idea for efficient divisioning of space. The receptionist's desk is located near the entrance door. A cozy reception room is convenient to the compact consultation office. A structural glass partition dividing these two areas can be mirrored on the reception room side. With

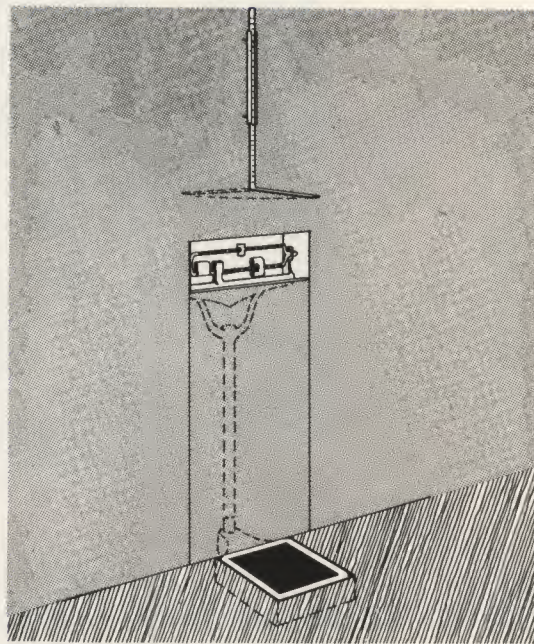
one or more "one-way mirror" panels, doctor can command a view of the entrance doorway. Treatment and laboratory areas, forward, are separated by partitions and folding doors, as is the dressing room to the right. Hamilton furniture contributes to this efficient layout.

You may wish to use ➡

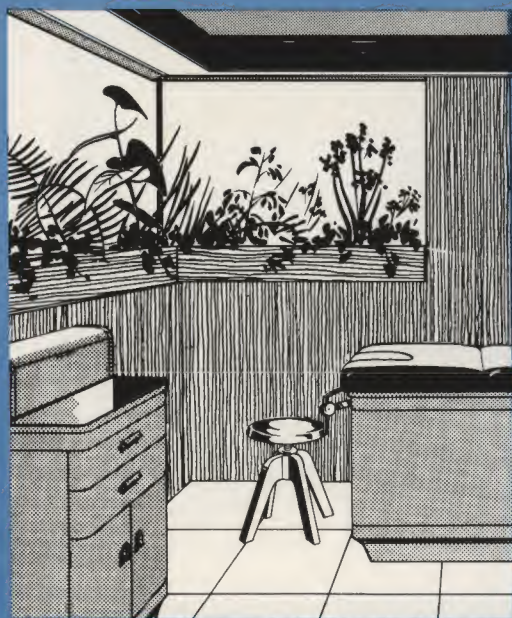
some of these



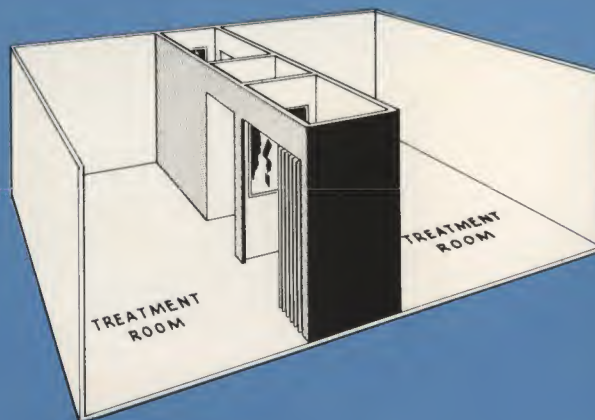
Handy illuminated prescription counter built in a wall partition closes flush to surface. A modern touch built-in for added convenience.



No chance of tripping over built-in scales recessed flush to floor and wall. Measuring rod swings flush to wall when not in use.

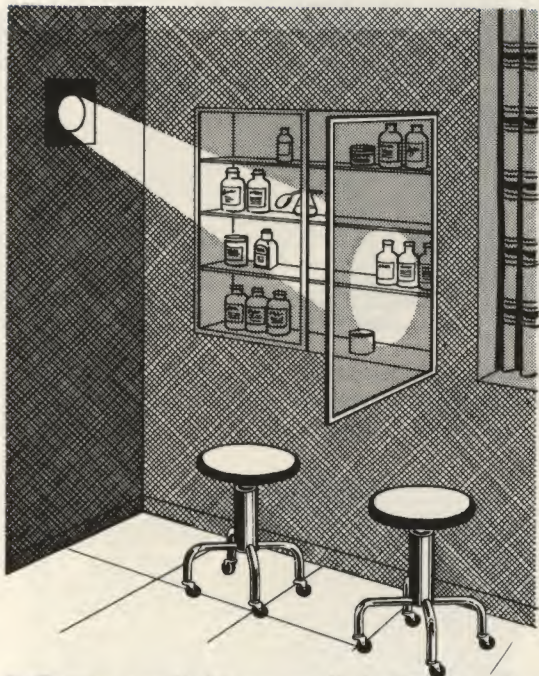


Cheer your patients and add a fresh note to your treatment room windows with ivy greens and fresh shrubbery planted in garden boxes.

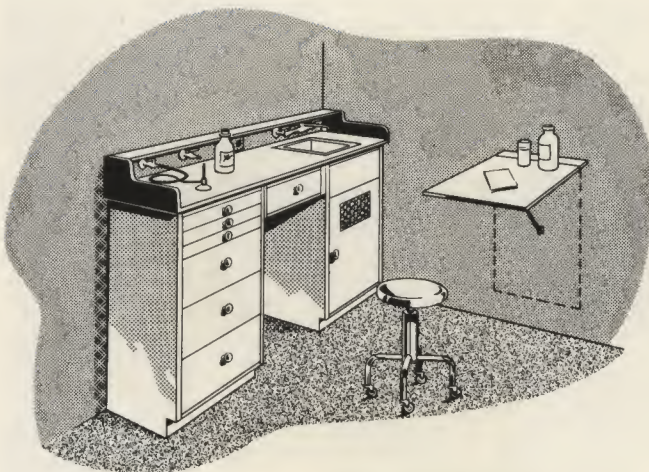


These double wallboard partitions and folding doors divide floor space into two treatment rooms, providing ample utility area.

Treatment Room Ideas



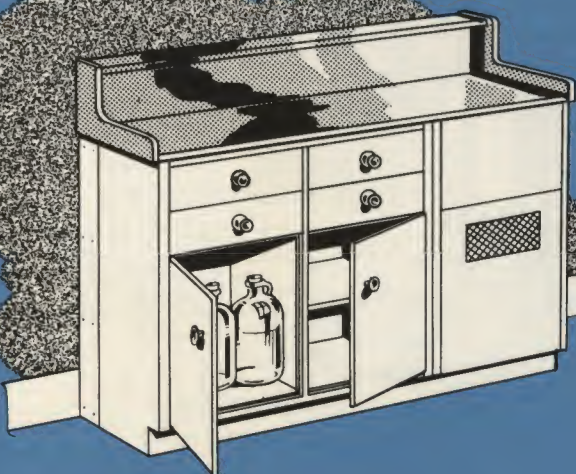
Reflector spotlight on wall facilitates close and detailed examinations. Open glass door of cabinet may easily be used as a shield.



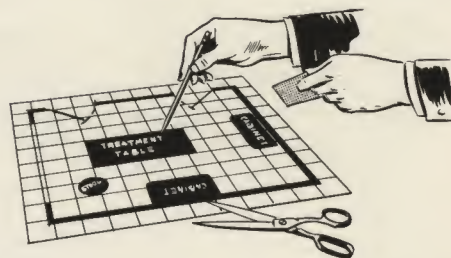
A drop-leaf wall board providing additional counter room, folds away to conserve space.



Phone set in wall cut-out between adjoining treatment rooms allows double-duty service.



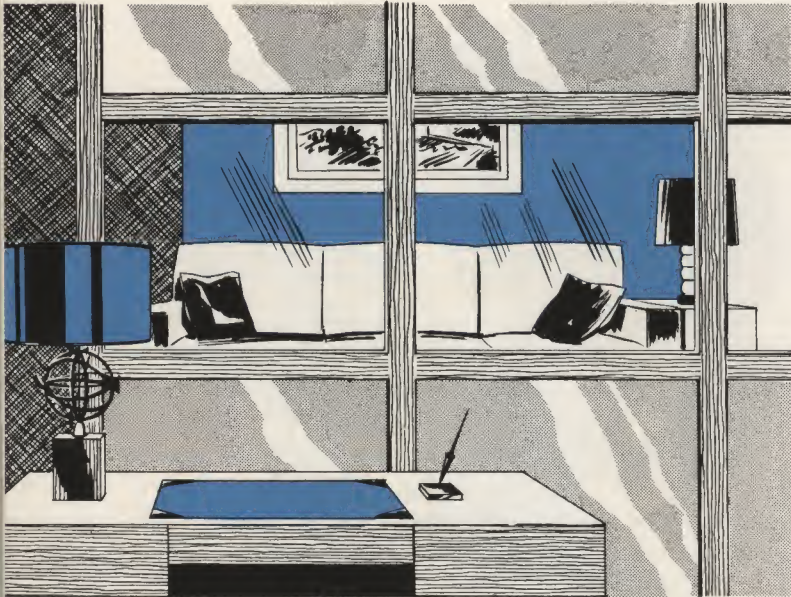
Bottles and bulky items can be stored conveniently in lower cupboards of preparatory cabinet.



Plan your treatment room layouts with cardboard furniture cut-outs scaled 1" to 1'.

and speaking of ideas ➡

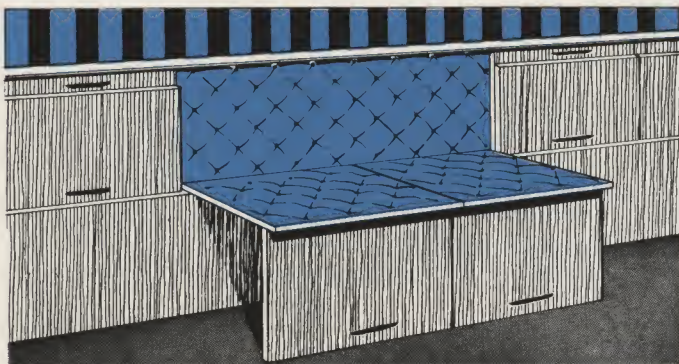
These may come



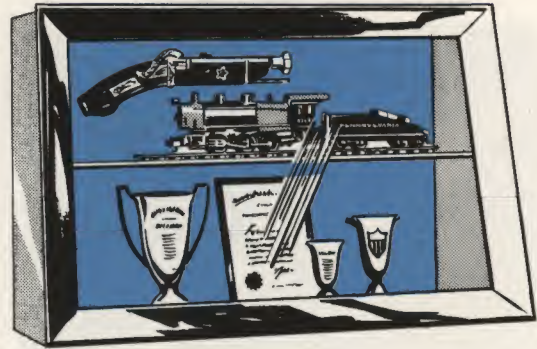
One-way mirror panel (mirrored on outside but transparent inside) permits easy surveillance of outside area surrounding the room.



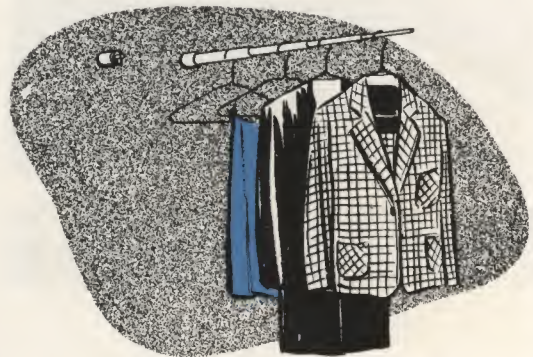
Map of your community pin-pointed with your patients' addresses acts as a reminder and guides you when routing your daily calls.



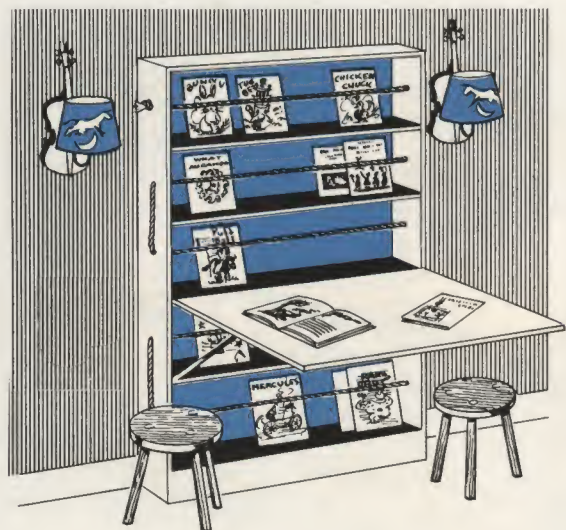
Built-in wainscot panel seats which fold into wall provide auxiliary seating space.



Wall hobby cases are interesting, decorative; lend expression to your recreational interests.



Steel rod, telescoping into wall, is used as hanger for patients' garments. Can be pushed in flush against wall when not in use.



Junior-size built-in drop-leaf bookcase contains comic books for diversion of small visitors.

in handy around your office



"Rogues' Gallery" of infants' snapshots (babies you delivered) will please prospective mothers and add a human touch to the office.



Small signal light beside patient's chair, and controlled from receptionist's desk, flickers to indicate that doctor is available.



Merry-go-round play bin contains blocks and playthings; diverts your children patients.



Central skylight brightens inside corridors and rooms. Can be opened for ventilation.



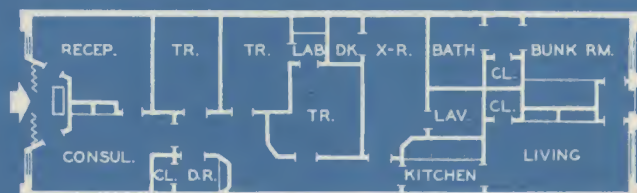
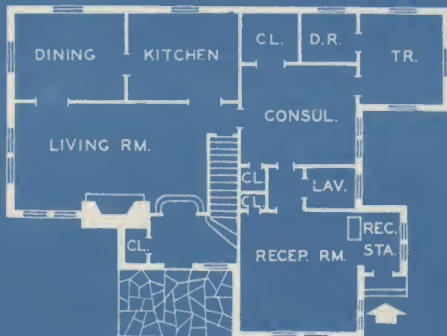
Plant pier magazine dispenser adds attractive functional note to reception room.

Now, here are those ➔

Extra Floor Plans

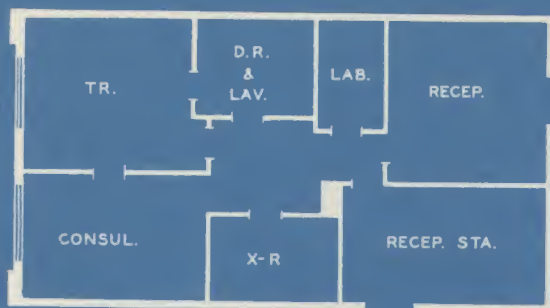
The pages of floor plans that follow show reasonable lay-outs of space for various types and sizes of professional offices and buildings. They are adapted to general practice and those specialties that do not require radical dimensioning of certain rooms. Combination physician-dentist offices are included.

RESIDENCE OFFICES

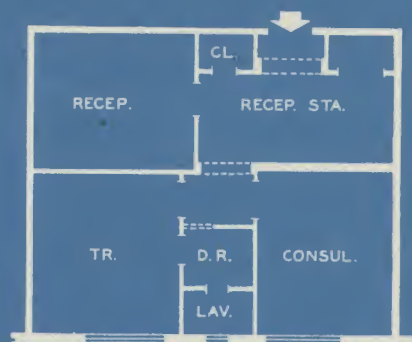


Extra Floor Plans

PROFESSIONAL BUILDINGS and SUITES



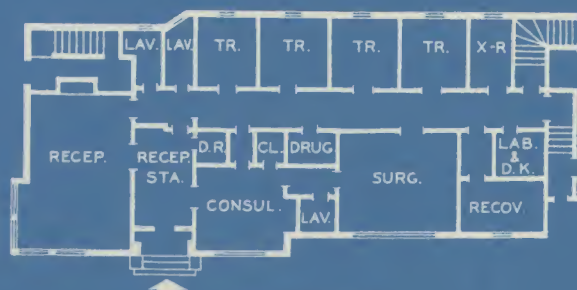
1 PHYSICIAN



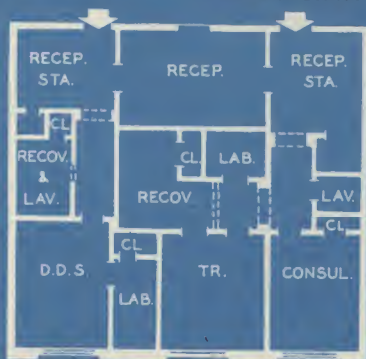
1 PHYSICIAN



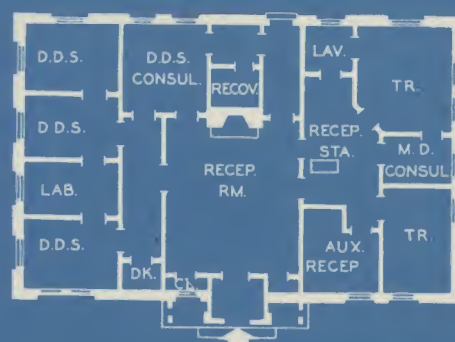
1 PHYSICIAN



1 PHYSICIAN



1 PHYSICIAN - 1 DENTIST



1 PHYSICIAN - 1 DENTIST



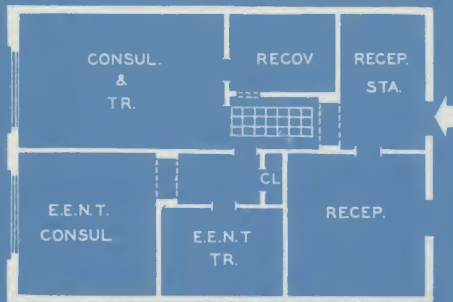
1 PHYSICIAN - 1 DENTIST



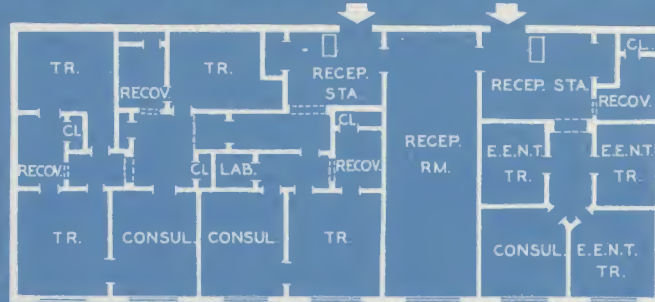
2 PHYSICIANS

Extra Floor Plans

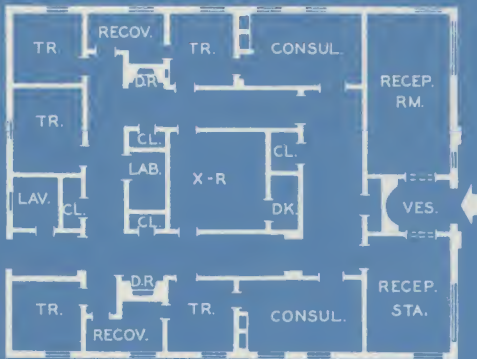
PROFESSIONAL BUILDINGS and SUITES



2 PHYSICIANS



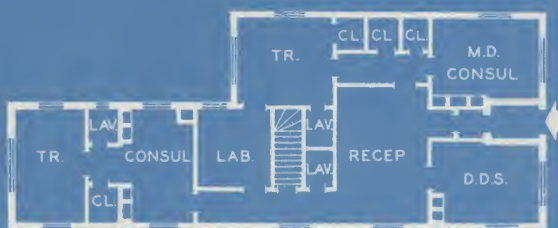
3 PHYSICIANS



2 PHYSICIANS



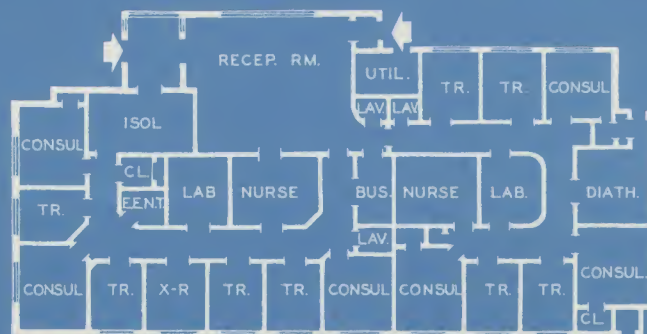
3 PHYSICIANS



2 PHYSICIANS - 1 DENTIST



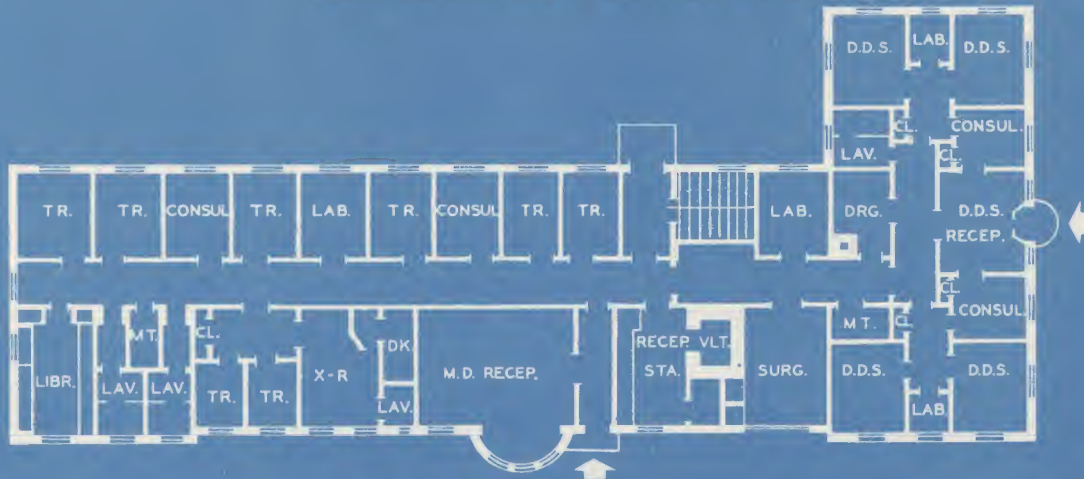
3 PHYSICIANS - 1 DENTIST



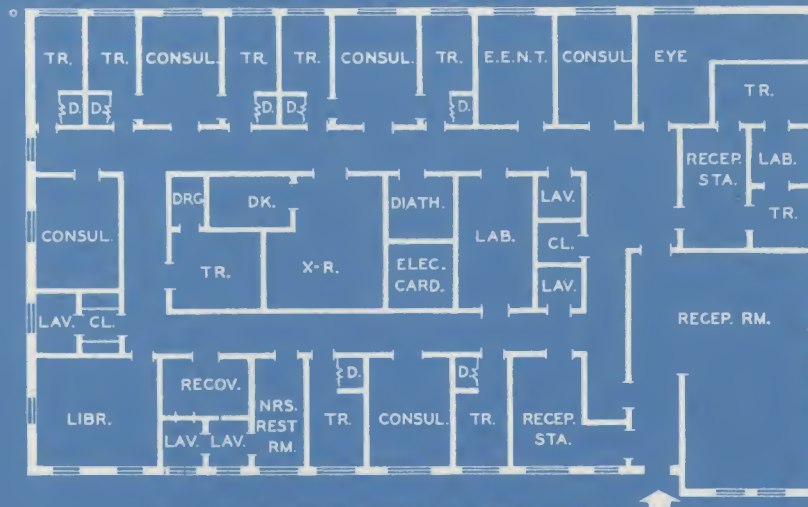
6 PHYSICIANS

Extra Floor Plans

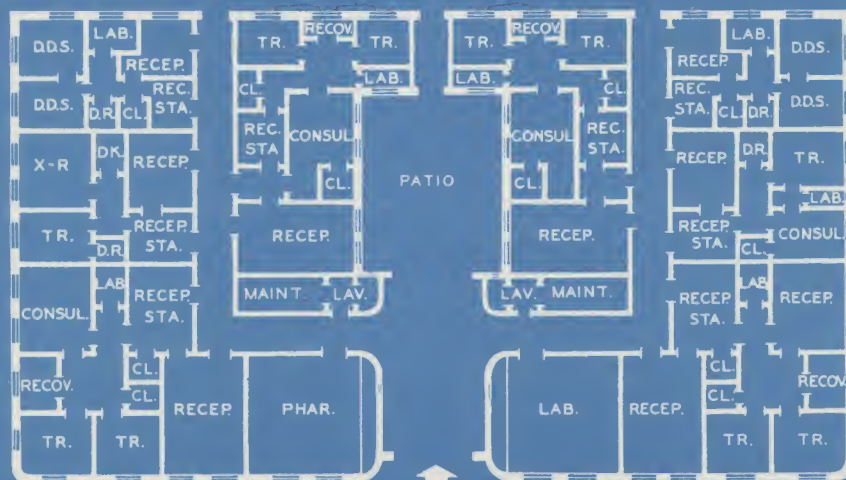
PROFESSIONAL BUILDINGS



2 PHYSICIANS—2 DENTISTS

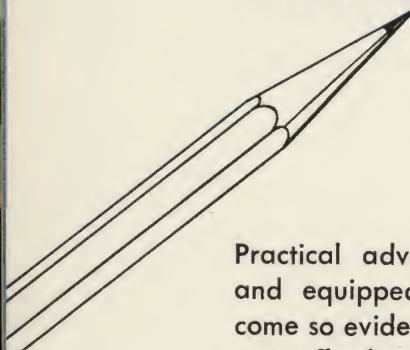


5 PHYSICIANS—1 DENTIST



6 PHYSICIANS—2 DENTISTS

THE *Hamilton* PROFESSIONAL



Practical advantages of better planned and equipped doctors' offices have become so evident that no progressive doctor can afford to postpone modernizing his office. Patients are quick to recognize the improved service they receive in well-equipped offices . . . and equally quick to sense the handicap of obsolete furniture and equipment.

By using available office space more wisely, you may be able to change the character of your office enough to increase your clientele and your earnings. It pays to consider carefully the expression of your personality in your office surroundings.

Keep in mind the importance of ensemble planning. All pieces of professional furniture in your treatment rooms should be related to one another for efficient and harmonious effect. In Hamilton Professional Furniture there are three basic designs: Nu-tone, Nu-Trend and Steeltone. Complete ensembles, harmonizing perfectly, can be chosen easily in any of these three basic styles.

Planning of an efficient medical office includes two steps: First, basic arranging of available space, and the partitioning of necessary rooms; and second, choosing of decorative treatment and furnishings for each room.

The simplest suite consists of the reception room, and a room to serve as a combined examining room, treatment room, laboratory, business office, and consultation room. Such an arrangement bypasses most problems. Where space permits, it is best to go beyond this elementary arrange-

ment and to have separate rooms for principal functions: for *reception, business, consultation, treatment, dressing, recovery, X-ray, laboratory*, and any other specialty requirements. The number of rooms depends on the space available. In planning complete suites of this type, the Hamilton Layout Service will be helpful.

Hamilton's large staff of experienced engineers, specialists in designing medical furniture and laying out medical offices, will gladly help you with your layout problems. These men have had extensive experience in professional office planning.

Just as valuable as Hamilton's experience in planning professional offices for over seventy-six years is Hamilton's knowledge of fine medical furniture. The main Hamilton plant has over 1,122,000 square feet of manufacturing floor space, and is equipped with the latest and finest facilities and machinery for both woodworking and steel working. Experienced craftsmen control these machines at every step in the manufacturing process. Hamilton wood and steel medical furniture is the most efficient and most practical examining room equipment available. Hamilton furniture, always pleasing to your patients, will be a constant source of satisfaction to you, and a credit to your office for years to come.

Planning service is available through your Hamilton dealer, without obligation. At his request, we supply all ordinary advisory work to you as a service to the profession. You can well appreciate, however, that we cannot undertake complete architectural

PLANNING SERVICE

service in connection with new buildings.

Let Hamilton help you with your layout problems. Contact your Hamilton dealer, giving full information about total space available for your office; number and kind of rooms you wish designed to fit this space; type of work you do most; situation of

windows, plumbing, etc.; and location of any partitions that must remain as they are. Simply provide a descriptive rough sketch and we shall enjoy being of service to you. Do not write us directly, as this planning service is only offered through your Hamilton dealer.

These Hamilton Engineers are Ready to Help You.



IN YOUR OFFICE



ENJOY THE
REMARKABLE BEAUTY
AND EFFICIENCY
OF *Hamilton* NOW!

THERE ARE MANY REASONS why the vast majority of doctors continue to prefer Hamilton examining room equipment above all others. An attractive office is more pleasant for both doctor and patient. The numerous efficiency features of Hamilton tables and cabinets ease long working hours, complement your skill in treating patients.

And now Hamilton has actually improved its entire line — redesigning all units, adding new features. Whatever your taste in style, color and construction, we have suites and individual components to interest you — to fit smartly into any office.

You owe it to the professional half of *your* life to investigate this modern equipment — built by the world's largest manufacturer of specialized professional furniture . . . Hamilton.

Hamilton NU-TONE . . . Our finest suite, beautifully constructed of choice woods.







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